

OCT 5 1922

October, 1922

25 Cents

Electrical Merchandising

McGraw-Hill Company, Inc.



Selling Convenience—*plus Completeness*
with Every Wiring Job



You and this page working together can increase your October sales

REPRODUCED HERE is the next Window and Store Lighting full page advertisement. It will appear in the Saturday Evening Post for October 14.

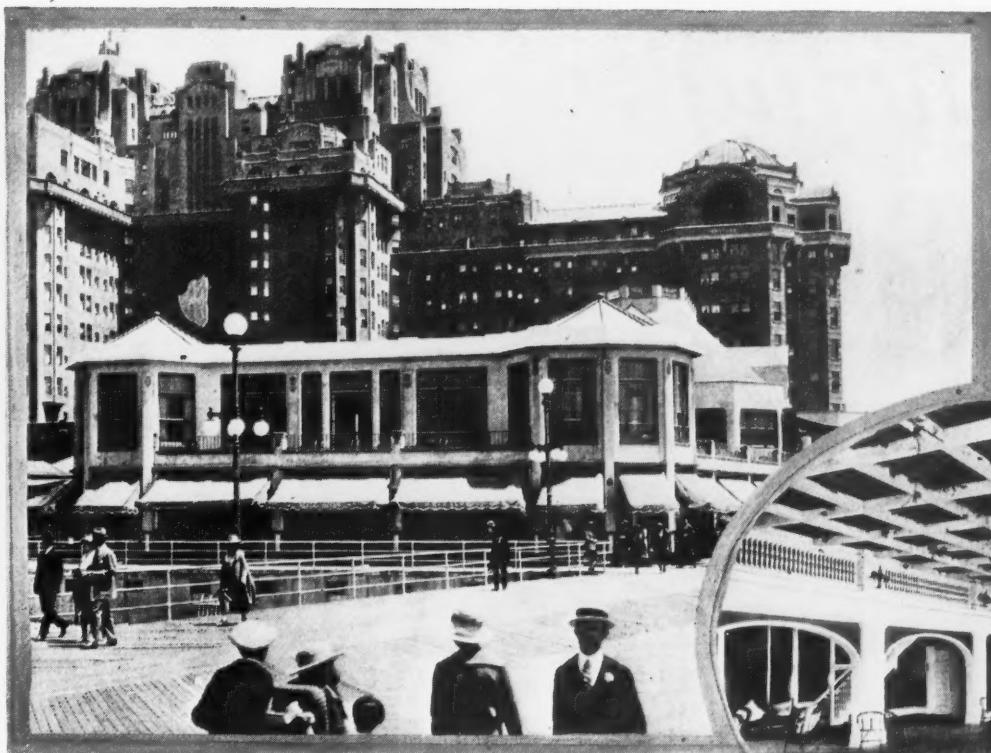
Get several copies of that issue. Clip out the advertisement. Paste one in your window; display another inside your store. And go after the merchants in your city, as explained in the Store Lighting Campaign Portfolio.



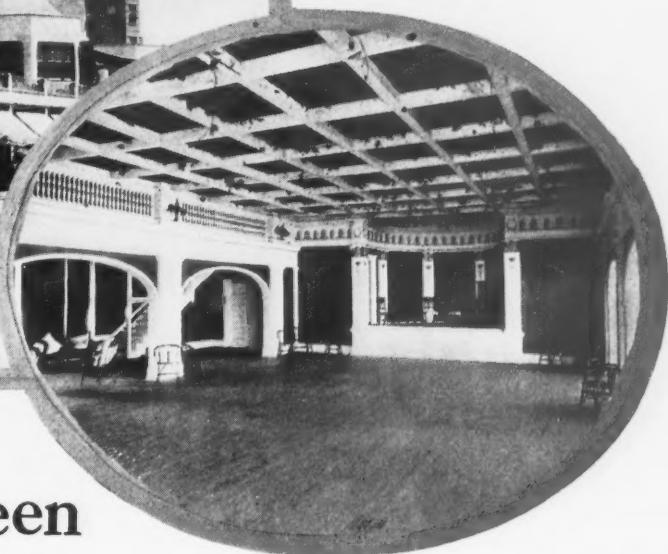
Window and Store Lighting is perhaps the easiest kind of lighting to sell; and for every \$10 worth of Edison MAZDA Lamps sold for store lighting, Agents are selling, on an average, \$70 worth of reflectors, color attachments, fixtures, wire and other equipment.

If you aren't using the Store Lighting Portfolio, you are losing money. If you haven't yet asked for one, write today to the district office serving you.

EDISON
MAZDA LAMPS
EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY



Here is the new shop of the National Exhibitors, Inc., situated on the Boardwalk at Atlantic City, N. J. where it is passed annually by 20,000,000 people who are on the Boardwalk looking for something educational and interesting.



A Better Way Has Been Found to Advertise Your Appliances

—Better than advertising in national magazines.

—Better than billboards and car cards.

That's what dealers and manufacturers who have seen the new permanent display of the National Exhibitors on Atlantic City's Boardwalk, have said.

Its principal function is to interest the millions of visitors to Atlantic City in the electric way of getting things done. Names and addresses of people interested are secured and sent to the manufacturer who, in turn, forwards them to local dealers for follow-up. Actual sales are made only on request.

Last year in the Garden Pier Location 325,000 people visited the display and saw demonstrations. In this new location where 20,000,000 visitors pass annually, we expect 500,000 to come into the store.

Your products should be represented here. A permanent exhibit will be maintained, displaying only one of each type appliance. This display occupies 5,000 square feet of floor space and is in charge of a hostess and demonstrators continuously.

National Exhibitors, Inc.

BENJ. S. CROSBY, President

1729 Boardwalk—11-13 Garden Pier
Atlantic City, N. J.

We would like to show you concretely what we have done in the past for other manufacturers and what we are planning to in the future. Also what we can do for you and your products. Remember—only one of each appliance displayed so clip the coupon and mail now. It will put you under no obligation.

Benj. S. Crosby, Pres.
National Exhibitors, Inc.
1729 Boardwalk—11-13 Garden Pier,
Atlantic City, N. J.

Dear Mr. Crosby: I'm interested in your display on the Boardwalk and would like to get more information concerning it. Please send me the details and your proposition.

Name

Address

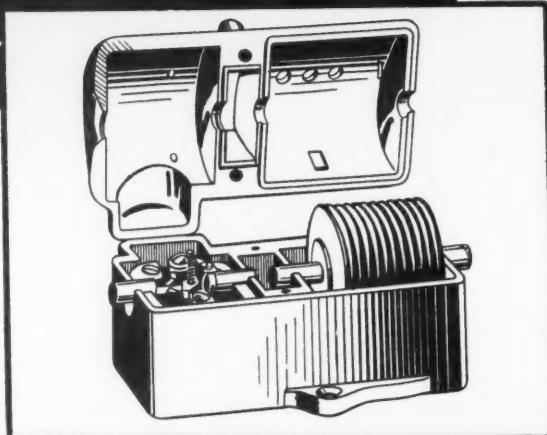
State

Firm Name

Announcing The TO-LECTRIC



With Automatic Heat Control



Above is shown To-Lectric No. 30. At right, detailed view of the automatic heat control mechanism which furnishes dependable heat regulation.

EQUIPMENT

Aluminum utensils furnished: One 8-qt. kettle with 2-qt. double-boiler attachment. 4-qt. kettle. Heater, baffle and baking rack.



FIRELESS COOKSTOVE

The revolutionary new product of the world's leading maker of fireless cookstoves—combines the "fireless cooker" principle of heat retention and receding heat with absolutely automatic heat control—Attached to any lamp socket—no special wiring needed.

Dealers—We predict for this new product the greatest success ever achieved in this field. The To-Lectric Fireless Cookstove is our supreme achievement after 35 years' experience in producing fireless cookers. Every electrically-equipped home is a possible buyer.



To-Lectric No. 40, also equipped, like all the To-Lectric Fireless Cookstoves, with automatic heat control.

EQUIPMENT

Aluminum utensils furnished: One 8-qt. kettle with 2-qt. double-boiler attachment. Set triplicate pails. 4-qt. kettle. Two heaters, two baffles and two baking racks.

Note these selling points— Mail coupon for full details

Automatic Heat Control—A patented mechanism that shuts off the current at the right time—absolutely fool-proof—unlike the ordinary so-called heat control. Cannot get out of order. Never fails to work—no clock to get out of order—no mechanism to break.

Sure Results—The To-Lectric method of fireless cooking cannot fail. The thermostat always operates. The entire cookstove is practically trouble-proof.

Economy of Operation—Very little current required—cost of operation averages less than 4c. an hour on 5c. rate—6c. an hour on 8c. rate—an electrical cookstove that is less expensive to operate than any other kind of stove.

No Installation Charge—Hooks up to any lamp socket of ordinary voltage—no special wiring needed—attaches as easily as an electric iron, vacuum sweeper or washing machine.

Completely and Fully Guaranteed—If any part gets out of order within a year it will be replaced free of charge. This is the guarantee of a company with a record of 35 years of successful manufacturing.

There is a wonderful field for the To-Lectric Fireless Cookstove—we are interested in high grade connections in every part of the United States. Mail coupon below or wire at once for our proposition.

**The Toledo Cooker Company
Toledo, Ohio**

Maker for 35 years of the famous Toledo Fireless Cookers, Conservo Steam Pressure Cooker, Ideal Aluminum Ware

Mail Coupon *for full details*

The Toledo Cooker Co.
Toledo, Ohio.

Please send details of your proposition on the To-Lectric Fireless Cookstove.

Name

Address

Attention





*'It was easy to sell
me an Aerobell'*

"I was listed by most Electric Appliance Shops as 'hard to sell', but it didn't take me long to decide what washer I wanted after I first saw the AEROBELL.

"And, it wouldn't take you long to sell an AEROBELL either, because it is so attractive—so efficient that it makes selling really enjoyable and gives you a good profit that remains profit."

Then when you consider that durability and dependability are inbuilt parts of this wonderful machine, there is no wonder that dealers and consumers everywhere are so enthusiastic over the AEROBELL.

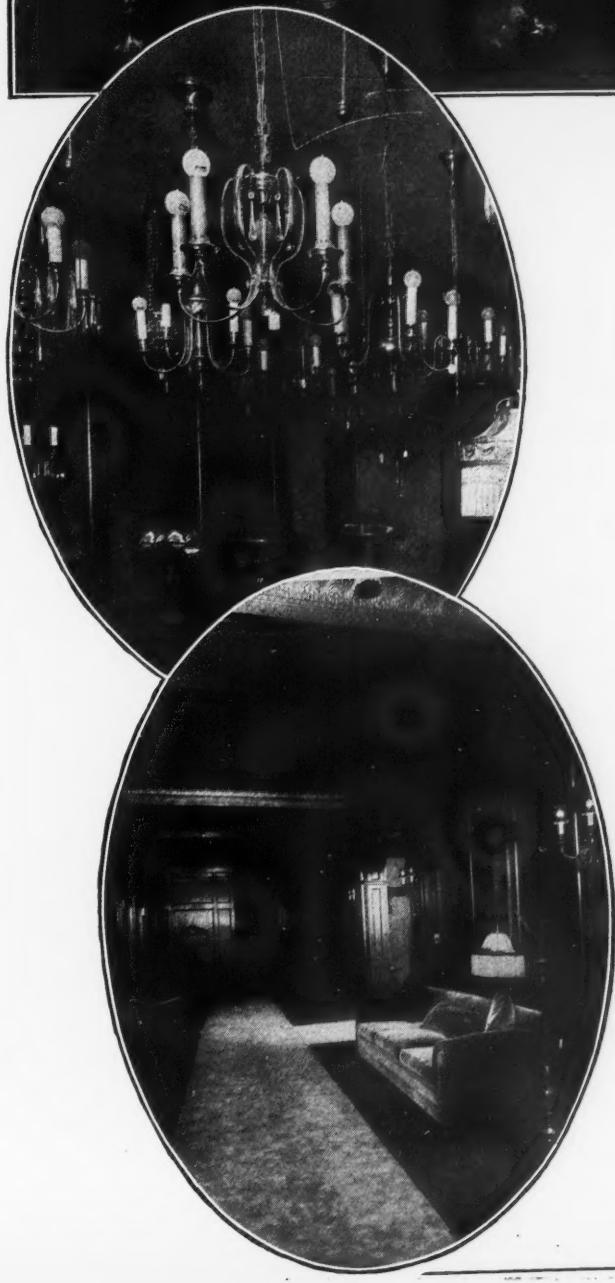
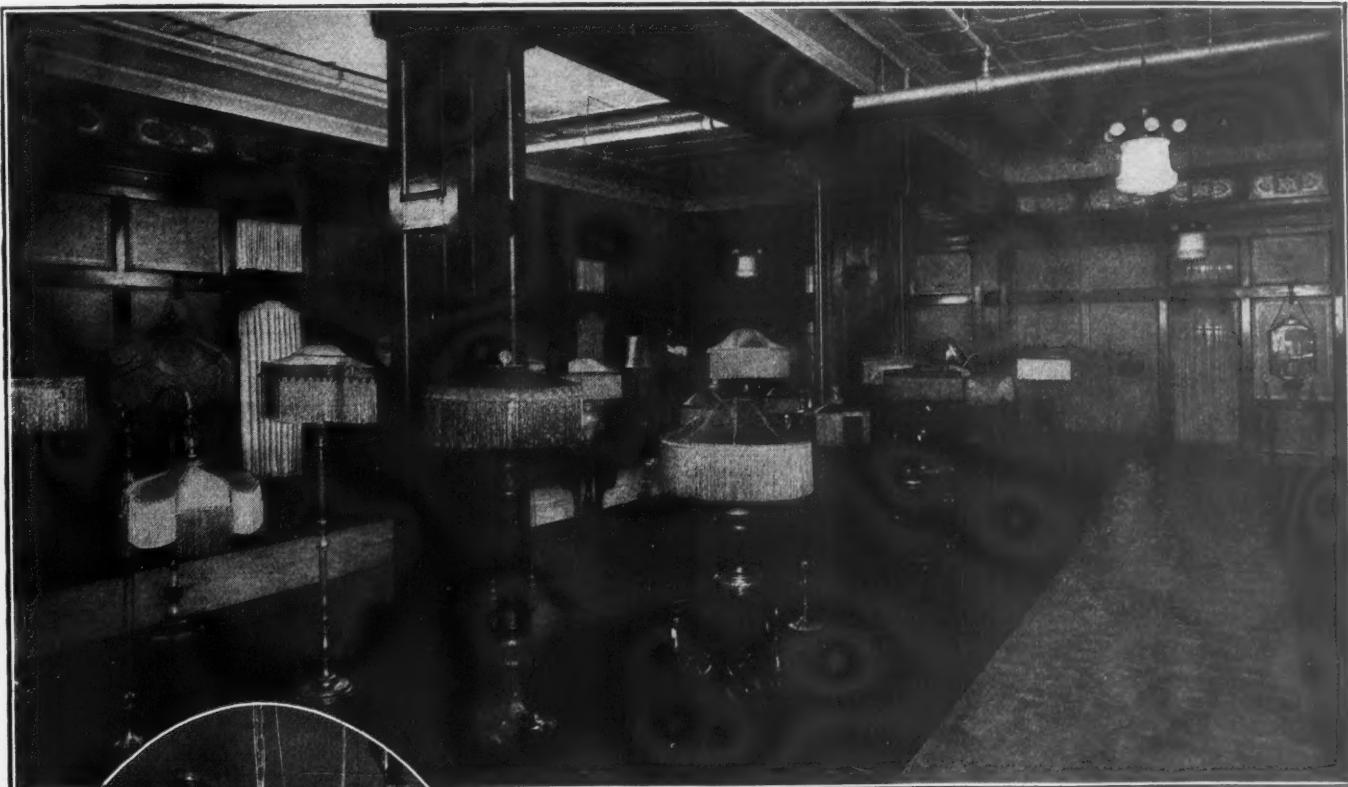
We would be glad to tell you why the FOOTBURT built AEROBELL requires so little after-sale service and explain our attractive merchandising propositions. Let us hear from you. A post card will bring all the details.

THE FOOTE-BURT COMPANY
13070 St. Clair Avenue, Cleveland, Ohio



The Aerobell
REG. U. S. PAT. OFF.
The Scientific Way to Wash





Announcing—

the most wonderful lighting-fixture
showroom in the country

For years the Max Schaffer Company has been manufacturing illuminating glassware for an increasingly large number of clients.

Several small showrooms have been successively outgrown until on May 1st we moved into our own big building. Our present showrooms include every comfort and useful aid that will assist you in selecting appropriate designs and pleasing color harmonies.

There is one large room and a dozen small private rooms where you can review our exclusive assortment of illuminating glassware, silk lamp shades, floor and portable lamps and imported novelties in comfort and leisure.

Prices always low.

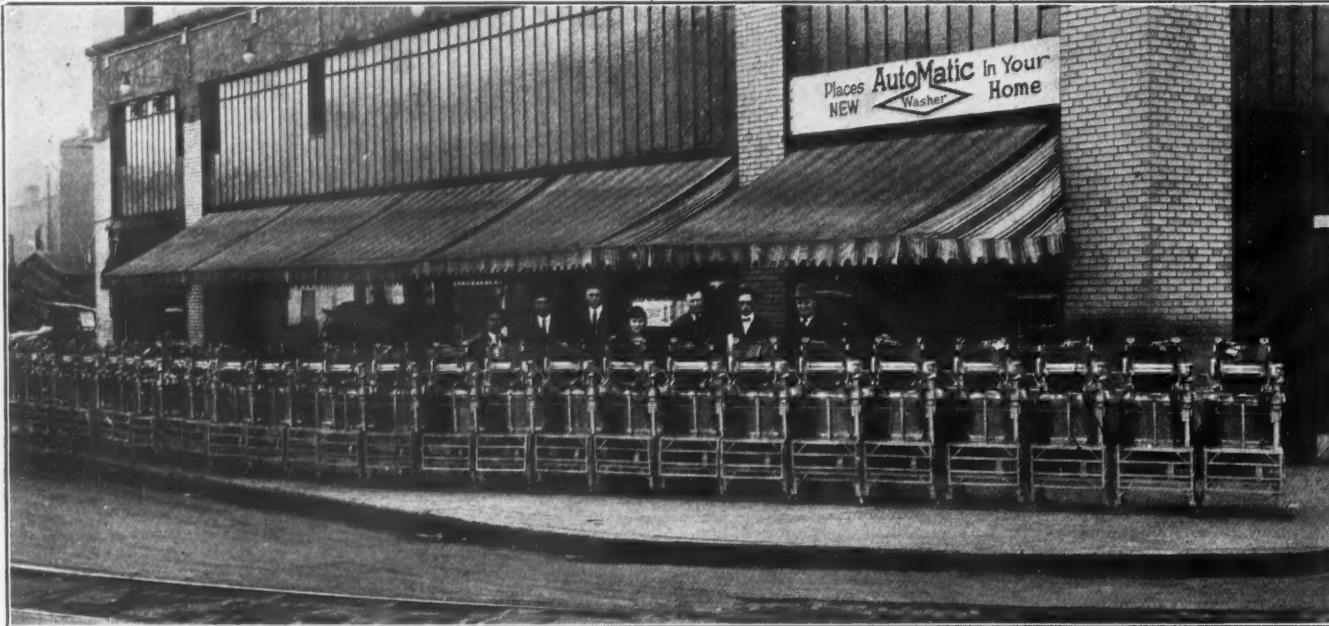
The Lion Electric Mfg. Co. electric lighting fixtures can also be seen here.

Come in and see us and our new merchandise or, if you are too far away, send for new glassware catalog.

MAX SCHAFFER COMPANY
33 West 15th Street, New York

167 New Dealers Since June 1st

on a line already well-established indicates Dealer Approval of this modern AUTOMATIC Washer. The NEW TOP DRIVE, the COPPER TUB and the ALUMINUM LID make it "The Washer with Distinctive Qualities."



Above are seen some of the 36 COPPER TUB AUTOMATIC Washers sold and delivered in a single day by an AUTOMATIC Dealer. It was the new ideas embodied in this washer "De Luxe" that made this possible.

If this Model 214-C AUTOMATIC Washer — the latest product of the oldest manufacturers of Dolly washers, did not represent the best buy in this type of machine, why would such firms as the Texas Power & Light Co. order 300 between Aug. 18th and Sept. 6th

If its superior merits were not easily and quickly recognized, how could the Nebraska Power Co. sell over 90 in 19 days?



A postcard will bring you details of our Sales Co-operation and Finance Plan.

AUTOMATIC ELECTRIC WASHER CO.
310 Third Street, Newton, Iowa



“What Kind of Wire Is This?”

That is the most sensible question a prospective customer can ask you regarding a heating device. Can you answer it?

You'd probably lose confidence in the motor car salesman who could not answer your questions regarding the motor. Your customers show their confidence in you by buying at your store. Can you explain that the heating element is the heart of all heating devices, and that Hoskins-Chromel elements are of longer life than any other that research has been able to discover?

Hoskins-Chromel will not become brittle and break; it does not scale; it heats uniformly; it gives a useful life of many years to the licensed appliances using it. Hoskins-Chromel has practically eliminated the item of service costs as regards heating elements. Can you afford to sell heating appliances that use cheap heating elements?

When your customer says, "What kind of wire is this?" show him a licensed appliance, and say:

"That wire is known as Hoskins-Chromel. I recommend this appliance because I know it is certain to please you. It will never give you any trouble."

Sell Licensed Appliances Using Hoskins-Chromel.

Hoskins Manufacturing Co., Detroit

Canadian Representatives: Hiram Walker & Sons Metal Products, Ltd., Walkerville, Ont.

Manufacturers of High-Grade Resistance Wire.

Hoskins Chromel
The Wire that Made *Modern Heat* *Possible*

BUYING ON PRICE ALONE IS A DANGEROUS PASTIME



Anylite Twin
List 70c.



Anylite TP-2
List 75c.

Buying cheap goods for a low price is a dangerous pastime for jobbers, dealers and consumers. Profits may be large at first, but the house soon gains the repute of selling inferior merchandise. The consumer is not satisfied; the dealer loses trade, and the jobber wonders why those products are no longer profitable.

The *quality* of Anylite Plugs is *second to none*; the price appeals and the new big discounts afford a good profit *now and all the time*. Some plugs are selling for less, but in the end you profit most with Anylite.

Important Announcement

To induce a more rapid turnover of Anylite Plugs the list price of the Twin has been reduced to 70 cents. The new, big, attractive discounts remain in effect so you are assured of good profits.



Anylite Portable
Switch List 60c.

Anylite Portable Switch

The Anylite Portable Switch is a new household convenience for which there is a big market. Used in any keyless or twin socket to control washing machines, irons, toasters, percolators—any appliance or lamp

without the annoyance of unscrewing or pulling out the attachment plugs. Small, light weight, easy to use—they are fast sellers and are packed in display boxes. The list price is right—good discounts insure good profits.

Anylite Radio Transformer

Here is a new audio frequency transformer that *every amateur will want*. New features of design make it especially adaptable for small, compact sets. Easily mounted in any outfit. It operates efficiently over a range from 200 to 600 meters, producing with any style tube a large increase of signal strength without distortion or howling. The 5 to 1 ratio affords the *greatest possible amplification practicable in one step*.



List \$4.25

Anylite Regulator

This is one of the biggest sellers among Anylite Products. It gives any degree of light from full brilliance to total darkness—gradually and smoothly—not in two or three steps. Mounted on attractive display cards they are easy to show and easier to sell.



Anylite Regulator List \$1.25

All Anylite Products Are Fully Guaranteed

Prepare Now For Big Fall Business

Send Your Order

ANYLITE ELECTRIC CO., FORT WAYNE, IND.

*"What are these
lumens, Sam?"*

"Lumen is the scientific unit of measure for quantity of light."

"How do you calculate lumens?"

"Very simple, Chief. Bill's drafting board has 15 square feet of surface and the foot-candle meter shows an average of 20 foot-candles on the board. $15 \times 20 = 300$ useful lumens."

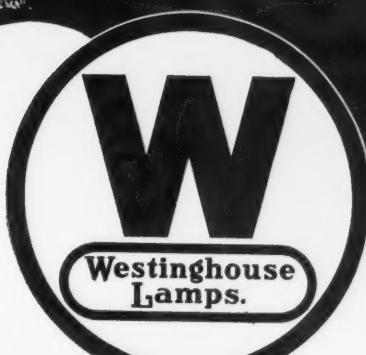
"And we can buy lamps to go with our Cutter R.L.M. Reflectors according to how many lumens we require on each desk or bench."

"Exactly, Chief. We're buying them, now, from the

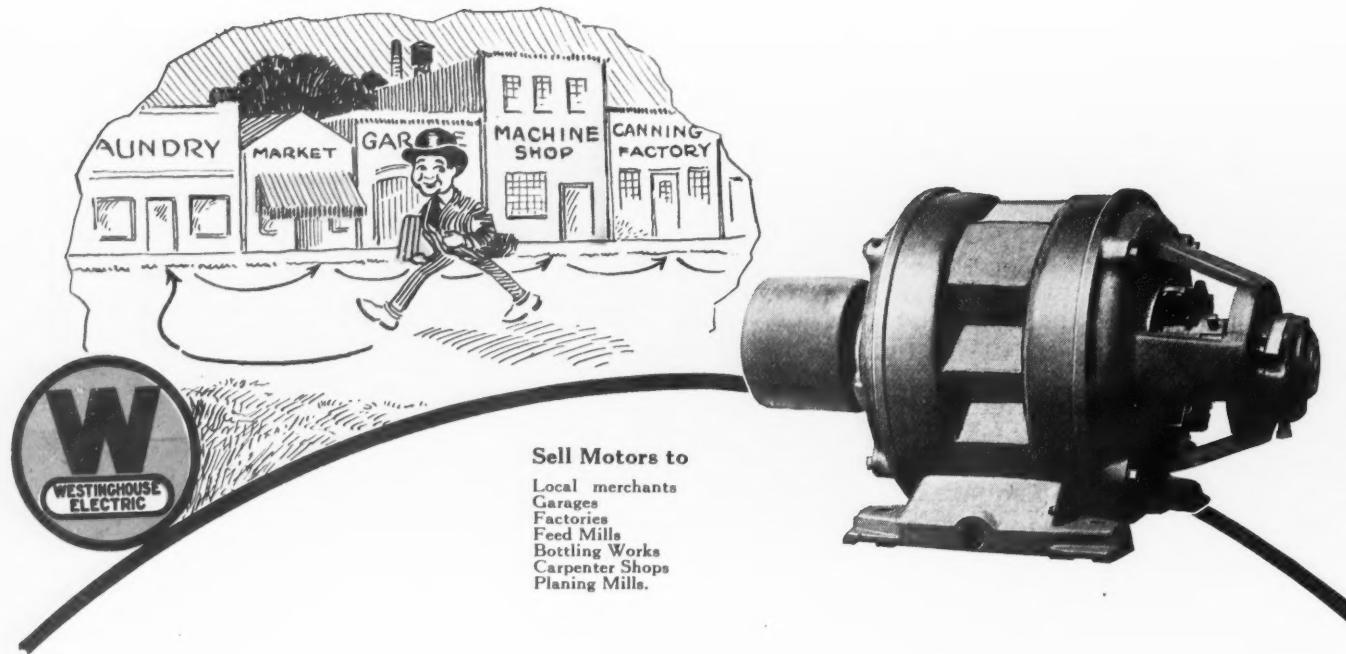
Westinghouse Lamp Company
165 Broadway, New York City

*Sales Offices and Warehouse
Throughout the Country*

*For Canada
Canadian Westinghouse
Co., Limited
Hamilton, Ontario*



Westinghouse



The Motor Field Belongs to You

Get Out and Get This Business!

Your local territory is overflowing with opportunities for the sale of Westinghouse Motors.

A survey of your community will prove this to you. Your contacts with the small industrial plants, neighborhood dealers, garages and machine shops will give you the necessary opening to approach each prospect.

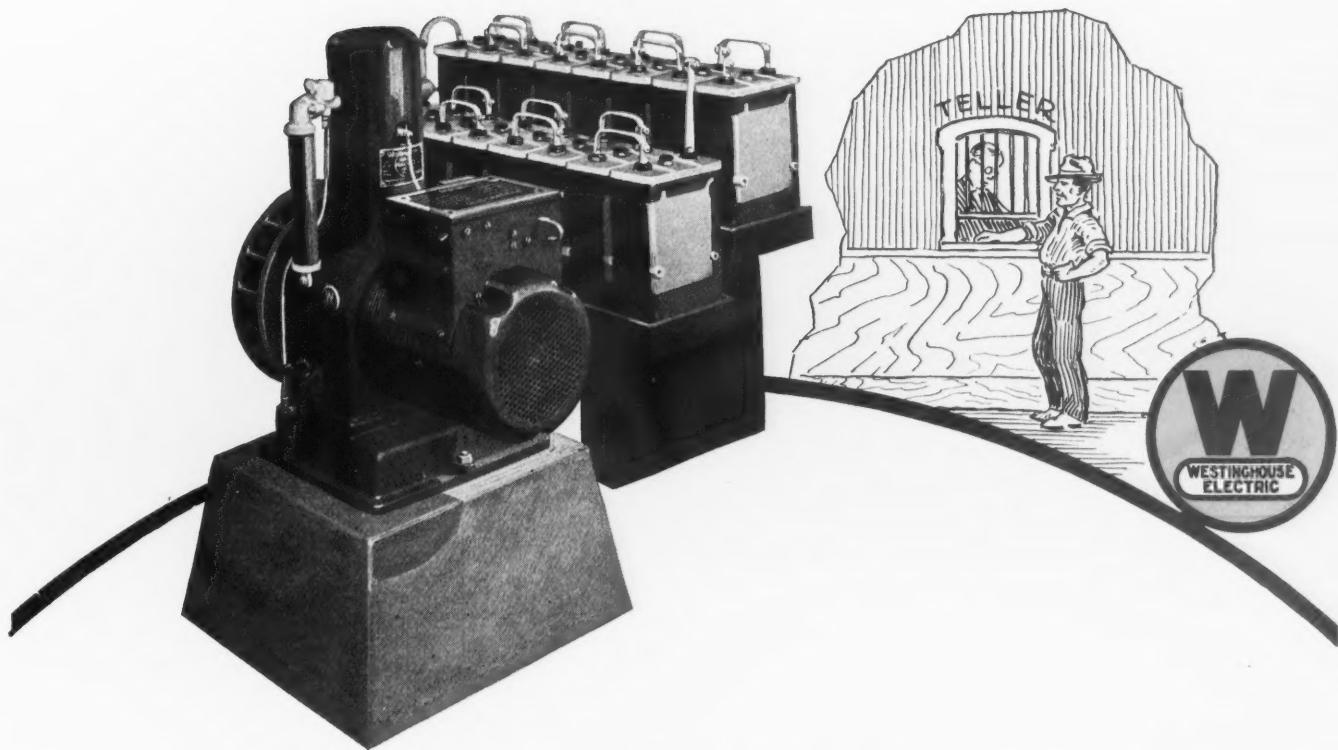
There are actually hundreds of potential motor buyers within walking distance of your store. You have only to show these prospects how much they need a Westinghouse Motor in order to make a sale. By consistently pushing Westinghouse Motors in your territory you can develop really worthwhile business.

Big profits are to be made in the motor selling field—get them coming your way now.

Our agent jobbers can and will help you.

Westinghouse Electric & Manufacturing Company
 East Pittsburgh, Pa.

Westinghouse



The Farmer Has Money Now

This Year's Bumper Crop Makes it Easy for You to Sell Westinghouse Farm Light and Power Plants

The U. S. Department of Agriculture reports record crops in nearly every part of the country.

This has produced ideal selling conditions for Farm Light and Power Plant dealers. Sales resistance is less and the farmer has the money with which to buy. Right now is the time to carry the story of the Westinghouse Farm Light and Power Plant to your own farmer customers. Right now is the time to get this valuable avenue of profit opened up so that you can "cash-in" to the greatest extent on the many follow-up appliance sales.

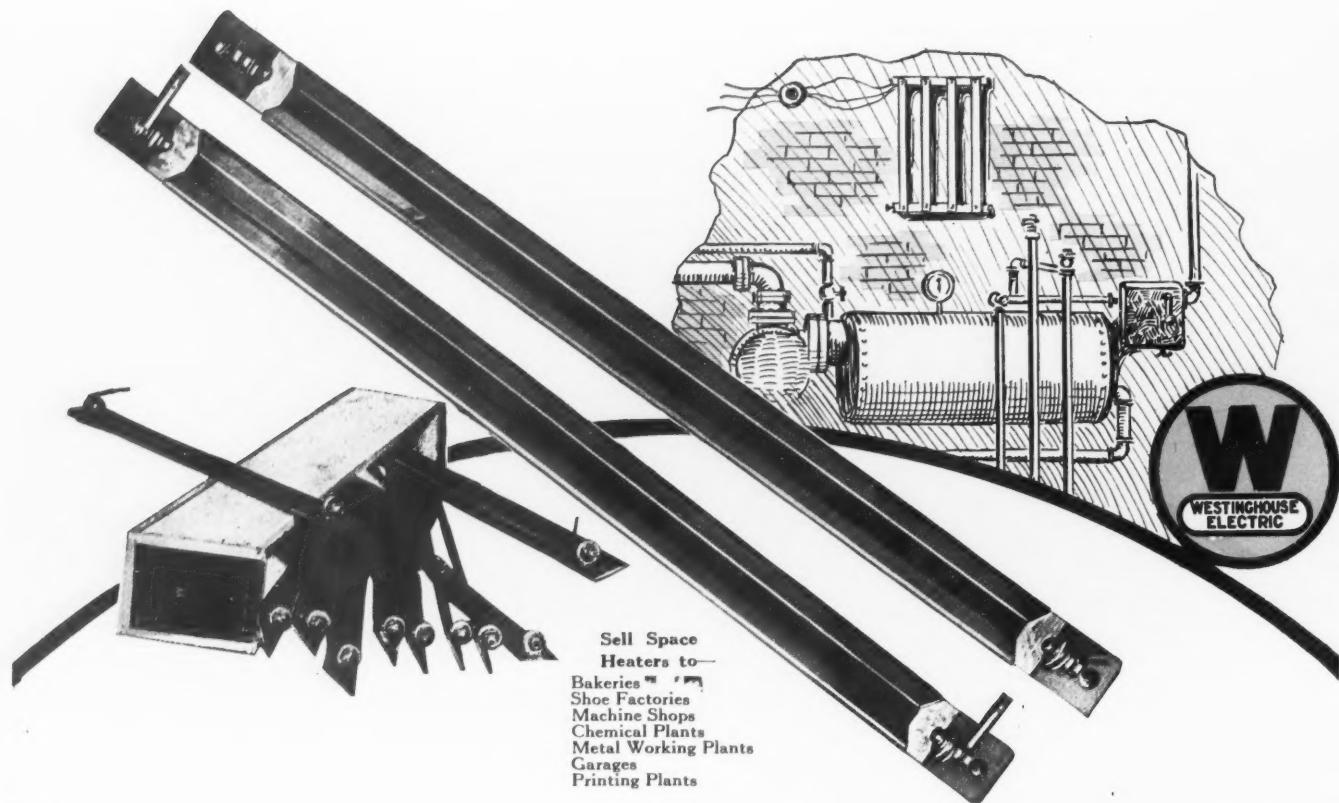
You could make no better choice of a plant to sell your customers than Westinghouse—a name which has always stood for dependability in electrical apparatus.

And in fact, the new Westinghouse Farm Light and Power Plant is a model of simplicity, efficiency and reliability—three qualities that count most in Farm selling.

Write our nearest district office today for the details and the story of our unusual sales cooperation facilities.

Westinghouse Electric & Manufacturing Company
East Pittsburgh, Pa.

Westinghouse



Keep your eyes open for opportunities to sell Westinghouse Space Heaters

Opportunities to sell Westinghouse Space Heaters are multiplying every day.

New uses for this economical and easily installed heater are being discovered in dozens of commercial and manufacturing establishments.

Consequently it will pay you to know all about Westinghouse Space Heaters so that you can take advantage of the opportunities which you encounter in your daily sales work.

You can get full information from our agent jobbers.

Westinghouse Electric & Manufacturing Company
East Pittsburgh, Pa.

Westinghouse



Sell the October Fisherman a Radio Set!

A radio outfit may not help these Seattle anglers to land the lurking brook trout, but it does help them to keep in touch with civilization while they are camping and fishing up in the mountains of Washington

state, along the banks of the sparkling Green River. Summer static is now a thing of the past. And with October growing in favor as a vacation month for the hunter, the fisherman, and every nature-lover

who delights to be afield during the cool, bright Fall days, no October camper's outfit will be complete without a radio set to cheer evening camp fires and relieve day-time tedium.

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

No. 4

OCTOBER

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JAMES H. McGRAW, President
ARTHUR J. BALDWIN, Vice-President
J. MALCOLM MUIR, Vice-President
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JAMES H. McGRAW, JR., Secy. and Treas.

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ELECTRICAL MERCHANDISING

O. H. CALDWELL, *Editor*

Associate Editor, EARL E. WHITEHORNE
Contributing Editors, F. B. RAE, JR., ROBERT SIBLEY

Editorial Staff

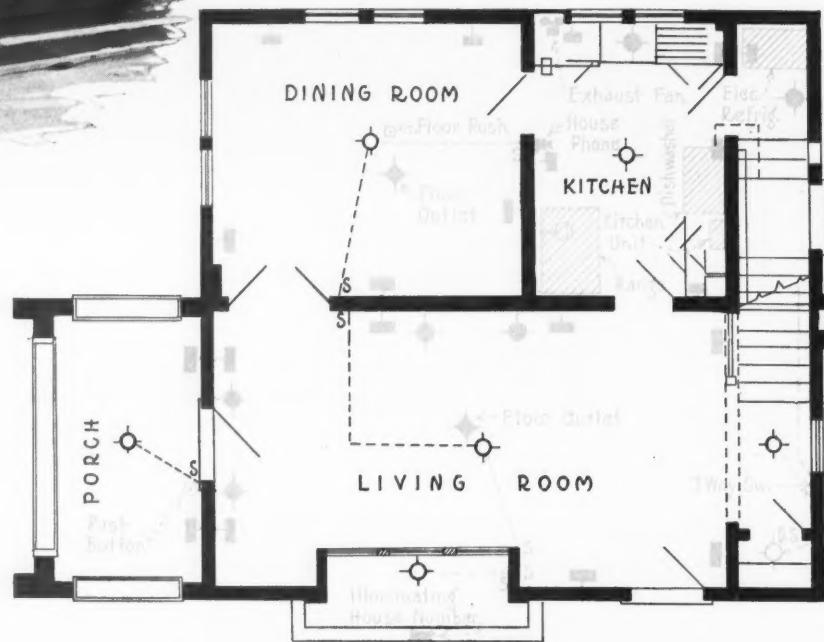
LIDDA KAY H. S. KNOWLTON G. C. TENNEY
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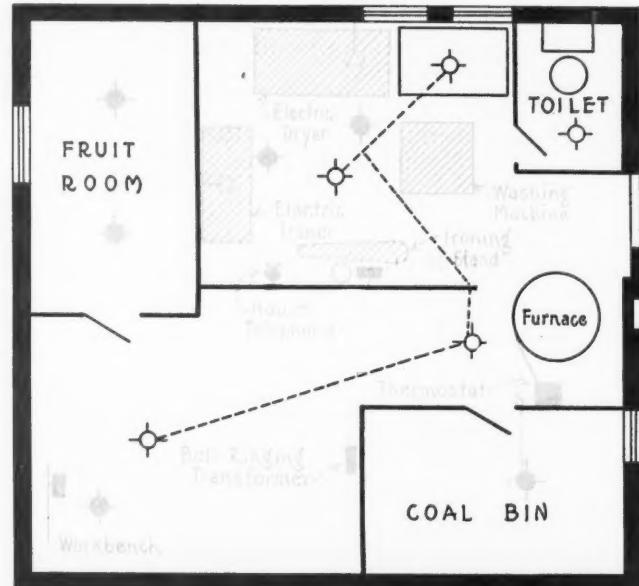
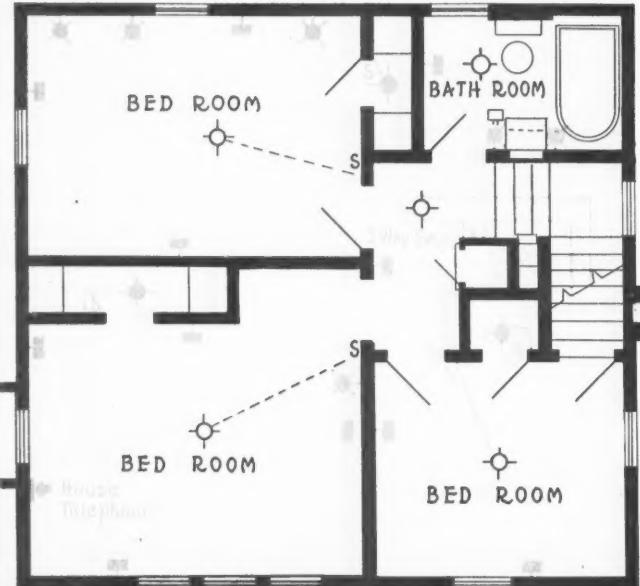


Build Up the Job by Selling!

EVERY house that is built nowadays where electric service is available, is wired. The owner naturally wants electric light. The architect sketches it in as a matter of course. But neither of them has a full picture of what electricity can do for comfort in that home. So they provide a mere skeleton installation (like that here shown in black). The red lines show the wiring outlets and devices which can be added by Selling. Only vigorous Selling by the electrical man can make the job complete.



In these three plans in black is shown the bare necessary wiring that must be there to put light in the rooms. The RED shows the additional electrical facilities that can be SOLD!



Even electrical men fail to appreciate what complete electrical wiring and equipment has come to mean today in the well-equipped modern home. For besides the appliances shown in the floor plans there are many other devices that should be included in any modern home equipment—vacuum cleaner,

irons, toaster, grill, percolator, chafing dish, waffle iron, plate warmer, cigar lighter, portable lamps, floor lamps, electric clocks, phonograph motor, electric firelogs, radiators, fans, drink mixer, water purifier, battery charging rectifier, tire pump, and other accessories.

And if the electrical man fails to

emphasize electrical completeness how can we leave it to the householder and the architect, to whom the electric wiring is but one detail in the planning? We can "educate" the public only by selling them *complete* convenience in their wiring and then all the appliances that they can enjoy. Selling will do it.

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

With which is incorporated ELECTRICAL MERCHANDISE

Volume 28

October, 1922

Number 4



Sell Convenience—*plus Completeness*— with Every Wiring Job!

AN AUTUMNAL HOUSE-HUNTER in one mid-west city found home-brew wiring tacked to baseboards and picture mouldings in four out of five premises offered him for rent. An electrical re-inspection of the whole town—or any town—would probably reveal an equal proportion of illicit circuits.

The average electrical man will tell you that such extensions are an expression of innate human depravity, and that "something ought to be done about it."

We agree with this last. Something ought to be done about it. The "something" we suggest is that electrical men wake up to this truth:

The people want wiring so badly that they go to all the labor, risk and inconvenience of installing it themselves.

A man doesn't install a tap in the bathroom himself. He doesn't run an extra furnace pipe. He doesn't lay an extension to his concrete walk; nor cut out, sew,

and erect an awning. He doesn't do a darn thing around the house that he can avoid doing or that he can hire done at a reasonable price. Then why does he wire?

Home-brew wiring—which exists, in some degree, in four out of five wired homes—is the result of people's determination to have complete electric convenience. If the contractor will not sell an adequate installation in the first place, Mr. John Almighty Public will buy extensions. If the contractor is not at hand to sell the extensions at a reasonable cost and without undue bother, John buys him a few feet of cord and makes his own extensions. You can no more keep him from having electric service than you can keep him from anything else he wants.

The public doesn't need to be sold, it needs to be served, and our real problem is to make folk realize that a prompt, reliable and economical contracting service is available.



Cincinnati's 35,000 Wiring! Jobs

A Story of the Two Years' Campaign, with Testimony Pointing to a Few of the Outstanding Lessons That Have Come of It

BEFORE the end of 1922, fully 35,000 houses will have been wired in the city of Cincinnati within the short period of two years. That means an average of 1,487 wiring contracts closed each month, it means 372 jobs completed every week, it means that 62 householders have been convinced and sold each day, day after day without a let-up for two complete circuits of the calendar.

It is a tremendous achievement of particular significance when conditions in Cincinnati are taken into consideration. Out of it has come some interesting and valuable experience both for the contractor and the central station, making it particularly appropriate that the National Association of Electrical Contractors and Dealers should hold its annual convention there this month and study the lesson of this great campaign first hand.

Local Conditions Backward

Cincinnati is an old town and an unusually conservative one. A very large proportion of its residences are old houses originally built without electric light. It is a stronghold of natural gas and since 1908 the people have been enjoying the use of very cheap natural gas with exceptionally

good service. These influences have naturally retarded the progress of electrical development.

Cincinnati had long been called "a dead town electrically." It was hard to get houses wired and the market for domestic electrical appliances was, of course, slow. Gas was the generally accepted standard. And yet here was an otherwise progressive American city of 401,427 inhabitants, with tens of thousands of homes that could afford and would desire electric light, once they were sold to the idea. There was obviously an opportunity to wire up many thousands of houses in this town.

A Man for the Job

To sell these homes housewiring, however, and to finance construction on such a scale was a job beyond the power of any ordinary electrical contractor or group of contractors. It would require big resources of capital and organization to swing it. To get the job done, therefore, by a big scale operation, the Union Gas and Electric Company decided that it would be necessary to import a man of adequate capacity and experience in handling large enterprises. They found him in Hamilton, Ohio, E. W. Hake, who was the very successful manager for the Estate Stove

Company, a man of keen executive and sales ability who, though it meant the immediate sacrifice of a large salary and an assured future, had sufficient confidence in the opportunity to be willing to gamble on it.

He came to Cincinnati and organized the Gas and Electric Appliance Company, under a contract whereby the Union Gas and Electric Company financed the enterprise on a basis which though he started as a subsidized contractor, it would make it possible for him to purchase the business out of the profits, if he was successful, and by establishing his own credit become an independent. This he has done.

The Operating Plan

The plan was a simple one. The new company was to open a modern and complete appliance store, and organize a force of wiremen sufficient to handle the construction resulting from a large campaign. The Union company was to send out a campaign crew of housewiring salesmen to take orders on a flat-rate schedule, supported by intensive advertising. All contracts closed by the salesmen were to be turned in to the appliance company which was to retain and carry out all orders sufficient to keep its force constantly employed and to pass on all excess orders to other electrical contractors of Cincinnati. The other contractors themselves, meanwhile, also enjoyed a tremendously stimulated market as a result of the campaign of advertising and selling.

How They Started

S. D. Heed, general manager of the Union Gas and Electric Company, describes the general sales plan of the campaign as follows:

"At the beginning of the 1921 campaign we naturally desired first of all to sell to those residences along existing lines and requiring no extensions. Cincinnati was therefore divided into definite territories sufficiently small to intensify sales activity, for too much territory for the individual salesman is worse than too little. A salesman was

Is Yours the Dim House on the Block?

White cheerful lights glowing behind hospitable windows!

They are real houses, these friendly looking dwellings shining there in the night.

Passing along the street, the wayfarer catches fleeting glimpses of happy family groups reading and chatting. He knows, too, that within those round circles, there are the laughing, laughing children—the sweetest music in all the world.

A handicap on happiness

But stop. Down near the end of the block is a house that is different from the rest. Peace and contentment may abide there—but under a handicap. The lights are bluish dim. The place has an almost gloomy aspect.

Is that, by any chance, your home—the dim house on the block? If it is, here are some facts that will interest you.

You can have your house wired for electrically quickly and easily—with practically

no disturbance to your household and without making walls or windows.

In the improved method of installation expert workmen draw the wires through partitions and under floors so skilfully that there is scarcely any noise, muss or fuss; and no damage to rugs or furniture.

Think how much more joyful your home will be after you have electric light, how much more your family will enjoy the evenings together under the lamplight.

You can defy Summer's heat

In Summer this modern lighting system will not heat up the rooms. And, if you desire, there will be no luxuriant comfort of cool air by the use of electric fan, a fan that can be moved from room to room.

Consider, also, the conveniences and genuine economy of electricity in the lighting of household burdens—cleaning rugs, washing and ironing and sewing; preparing quickly appetizing breakfasts.

No Money Down

Buy monthly payments.
Homes have been wired for as little as 87¢. No deposit or disturbance, no smashed walls or defaced floors. Write or telephone to Main 3330 for a man to come and explain the plan and tell you what wiring your home will cost. It puts you under no obligation.

THE UNION GAS & ELECTRIC COMPANY

Some very artistic and appealing advertisements were used. This one points the finger at the "Dim House" in a very moving way, and stresses seasonal features.

Don't Run the Risk of Dark Stairways

WHAT a risk those basement stairs used to be! Stumbling and fumbling on the way up and on the way down. Every once in a while, some one was bound to take a bad tumble. You can remember bruised heads, twisted ankles and broken arms.

Electric lights end all that trouble. It is easy to turn on the switch before you go down; and when you return to the top of the stairs—walking in light and safety all the way.

In the front part of the house, too, you find it helpful to light the second floor from the foot of the stairway—or the ground floor before you descend from above.

Elderly people, or those who are ill, often say that the convenience alone is worth more than the cost of electricity for all the household.

If you have been putting off the wiring of your rooms, you have been losing many comforts. Electric Service makes your home up to date at small cost. Let us give you all the facts and an exact estimate.

Many homes have been wired for as little as \$75.00, payable in 18 easy installments. No money in advance and no obligation unless you are fully satisfied after a thorough trial.

The Union Gas & Electric Company
Dressed Conveniently to Good Public Service

Phone Main 3886

Pictures were used very effectively in telling the wiring story.



for the wiring and fixtures in eighteen easy monthly installments—the bill conveniently attached to your monthly electric light statement.

"Our work has now reached a point where most of the individual home owners are using electricity and our analysis of the remaining prospects shows most of them to be in buildings containing several departments. Our advertising, consequently, is now being directed to the property owner, showing him how he can improve his holdings and better satisfy his tenants by installing electric wiring."

What Came of It

As a result of all this, 15,000 houses were wired in Cincinnati in 1921. During the first eight months of 1922, over 12,000 additional residence customers were taken on and

of course this included the summer months. A fall wiring drive is now under way and before the year is up will have brought the year's achievement up to 20,000, if not more, and made the complete two-year campaign total 35,000 houses wired in this community. This has been accomplished during a period of labor troubles and industrial ills that in many cities have been made the excuse for an assumption that nothing much can be done right now. And 90 per cent of these installations have been in old houses.

The Selling End

Thomas L. Phillips, lighting sales manager for the Union Gas and Electric Company, who has organized

placed in each territory with every unwired house as a 'prospect.'

"This work was conducted very aggressively from house to house, and these men worked each territory systematically block by block. Records of all unwired houses as reached were classified as to prospective business and then followed up until the sale was made. It was recognized as fundamental and irrefutable that persistent, courteous, personal solicitation will eventually down sales resistance. Both salesmen and canvassers are paid on a commission basis, this being determined not alone by the number of contracts taken but also by the number of outlets sold.

The Advertising

"As soon as possible we put out a second man in the weaker territories. It is his duty to call at every unwired house and, if possible, make an appointment for the regular salesman to follow him with an estimate. This system is gradually being extended to all territories.

"Newspapers are the backbone of the advertising. Direct-by-mail letters and booklets, screen announcements in the motion-picture theaters and attractive stuffers for monthly gas bills are also used. All advertising carries the atmosphere of better lighting, more desirable living conditions, and less labor in the home, and is designed to sell the idea of reliable service. The appeal is maintained by stressing seasonal features and by repeating the following offer, which gave the original impetus to home wiring in Cincinnati:

"We will wire your home, install fixtures complete, run service lines, set meter and turn on the electric light. After using this service for thirty days, if you are not satisfied, we will remove the electric installation, replace your gas fixtures, leave your house in first-class condition, and you will not owe us one cent—not even for the current used.

"If you are satisfied, you may pay us

ONLY **5 Days More**

Don't forget that the Coupon cannot be accepted after Saturday, July 29th.

An Electric Flat Iron is home is quite as important as a Fan. A trial will convince you. Check some good houses who use one.

You don't have to wrap cloth around the handle and grip it for dear life until your hand and shoulder ache from the effort. This is intense strain all the way through. It takes less time and your strong actually looks better.

In these summer days when clothes not so easily you need an iron that can be put on the switch—and that is a good at any time, with no trouble at all.

Surfable for any kind of clothes. Don't heat up the house. Price from \$13.50 to \$8.50 according to size and weight.

You couldn't have a better pair of helpers than an iron and a fan. They are real hot weather friends.

Act quick while there is yet time.

Phone Main 3827
Mr. George E. Fink, President
The Union Gas & Electric Company
1000 West Main Street, Cincinnati.

Phone Main 3828
Mr. Harry E. Fink, Vice President
The Union Gas & Electric Company
1000 West Main Street, Cincinnati.

Phone Main 3829
Mr. Charles E. Fink, Secretary
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1000 West Main Street, Cincinnati.

Phone Main 4011
Mr. John E

and operated the staff in this campaign, says:

"There's a distinct difference between being in the house-wiring business and *selling* house-wiring. When we decided that we wanted a lot of this business we decided also that the only way to get it was to *go get it*."

"The salesmen are practically in business for themselves. They report at the office once a week or more frequently if occasion demands. Otherwise they go to their territories directly from their homes, saving considerable time. They keep in close touch with the office by telephone and they send in their orders through the mail. We don't have them make lengthy reports about the business they *don't* get, but we have made it clear, from the beginning, that results will speak for themselves.

"The success of the present campaign is not due to any change in merit of the thing we have to sell or to any change in wording of our proposition to the public. Our results have been obtained absolutely through organized salesmanship. We simply provided that which is necessary to get the name on the dotted line, and this is not hazardous when the customer has thirty days' free trial."

No Rejections

In short, it is the story of a modern high-pressure selling campaign, adequately financed, ably organized and persistently pushed to greater and greater records of success. And such is the market for housewiring and electrical appliances that there is almost no limit to the business available in middle western, eastern and southern cities. Only the far West seems to be wired up in any proximity of saturation. And the success of the operation in Cincinnati has been almost dazzling. Of the first 25,000 homes wired under

these terms, not one installation has yet been removed. The deferred accounts thus created totaled nearly \$2,250,000 and they have been collected regularly with very rare and entirely negligible losses. And then beyond this lies the appliance-selling opportunity. Mr. Heed says of this—

The Appliance Opportunity

"Right here in Cincinnati we find that if we were to consider all the possible appliances and then discount the total possibilities to a practical basis of, say, four items, such as a fan, a flat-iron, a vacuum cleaner and a washing machine, this would give us at least \$200 in retail sales which could be made immediately to the residences which we are electrifying. When these figures are applied to our totals they run into a stupendous total."

"On a basis of new customers added during last year this would amount to \$3,000,000; on our estimate of the customers to be added this year it would amount to \$4,000,000, and on a basis of the consumers on our lines previous to this recent campaign who are not yet well supplied with appliances, we believe there is an additional \$6,000,000. These possibilities total some \$13,000,000 in appliance sales figured on a very conservative basis. All of this work is staring our dealers squarely in the face and it offers almost unbelievable opportunities to the electrical industry."

Relations with Contractors

But there is another interesting side to all of this and that is the relations of the other contractors in Cincinnati with the Union company and the appliance company during this campaign. W. W. Freeman, president of the Union Gas and Electric Company, and who is also president of the Society for Electrical

Development, states frankly that had it been possible to do this gigantic wiring job through one or several of the established local contractors this course would have been followed. But no contractor organized and habituated to the normal activities of a small business in a quiet city is sufficiently experienced to establish a big wholesale enterprise of this kind. To attempt to operate with several local contractors would be impracticable; to select one out of the many and finance him in this way might seem to be discrimination. Moreover, it was known that the campaign would directly and indirectly influence many thousands of other wiring jobs that would flow naturally to the local contractors and that their entire capacities would be pressingly needed to take care of this business and to handle the excess work that the company's contractor would pass on to them.

Contracts Were Sublet to Local Men

As a matter of fact 25 per cent of the contracts taken by the Union company's salesmen have been sublet to the seventeen regular local contractors, a total so far, we'll say, of 7,000 jobs. The only logical thing seemed to be to find a man experienced in large organization work, import him and establish him financially as a large capacity contractor and enable him to purchase the business. So this was done and it has all worked out in accordance with the plan, for the appliance company is now free and independent of the central station.

Naturally all this has not been accomplished without understand-

Local Electrical Leagues from All Parts of United States Join in "Camp Co-operation"



Under the auspices of the Society for Electrical Development, a conference of representatives of local electrical development leagues was held at Association Island,

Henderson Harbor, N. Y., September 5, 6 and 7. More than one hundred and fifty persons were present, including members of the Joint Committee on Business Develop-

ment of the National Electric Light Association. Best methods for starting a local league, initial steps to take, the influence of the lighting company, exhibiting a Home

ing. Charles M. Beltzhoover of the Beltzhoover Electric Company and chairman of the Cincinnati Electrical Contractors' Association, says that in the early days of the campaign the Union company's salesmen in their zeal to sell flagrantly discriminated against the other contractors, by telling customers that if the appliance company did the work the meter would be set as soon as the job was done, but that if some other contractor got the job there would be delay. And they contrived, he says, to see that the meter was held up some way in many cases. A hue and cry was soon raised and the matter came up for consideration by the Electric Club of Cincinnati. With the approval of the Union company the club appointed a Grievance Committee, with Professor A. M. Wilson of the University of Cincinnati as chairman.

This committee investigated all complaints, uncovered the cases of this unfair practice and the many other "horrible examples" that had grown out of it by gossip. The Union company officials were of course unaware that this advantage was being taken of the subordinates, and immediately put an end to it. And as Mr. Beltzhoover clearly asserts, the operation of the campaign has been entirely fair from then on and has resulted in a very large volume of extra business and added prosperity to every local contractor.

Influence on Market

Surely it has been a great achievement. It has brought a large volume of profitable business to the central station whose salesmen developed the orders. It has served to establish a

\$75 has wired many Cincinnati homes

A FEW DOLLARS A MONTH—no money down—wires your home throughout!

The cost of the work is often less than the price of a good phonograph.

\$75 has wired many a Cincinnati home.

The work causes no inconvenience in the house.

No dirt or disturbance, no smashed walls or disfigured floors, no damage to rugs or furniture.

And think what electricity in your home will do! Floods of clear, cool light. Vacuum cleaning instead of grubby sweeping. Electric washing—electric ironing—a sewing machine that never tires—an electric toaster—percolator—fan.

One of our wiring experts will be glad to call and show you how we wire houses and what it will cost. No obligation whatever on your part.

Just telephone Main 3590. Or drop us a card. Do it today! Hot weather is here.

THE UNION GAS & ELECTRIC COMPANY

The idea of the inexpensiveness of electric wiring was played up prominently and had great influence.

better appliance store and a larger independent contracting concern than ever existed in Cincinnati before. It has brought a tremendous boom to all the other contractors. And so every one concerned is more prosperous and happy. It has also demonstrated the enormous market which exists today in the average city and the absolute necessity for large scale financing and operation if it is to be promptly developed. And that it should be promptly developed is clear

to all, for once established as a consumer each one of these homes immediately takes its place as a market for appliances and more wiring.

Certain Deductions for the Contractors' Associations

Professor Wilson, as a result of his careful observation and study of the campaign, has made some interesting deductions which seem to point broadly the lessons of this campaign to the electrical contractor, lessons which might well be seriously considered by the contractors' association at their meeting in the old Ohio city where all this experience has come to pass. He says:

"The following seem to me to be fundamental conceptions which electrical contractors could well agree upon—

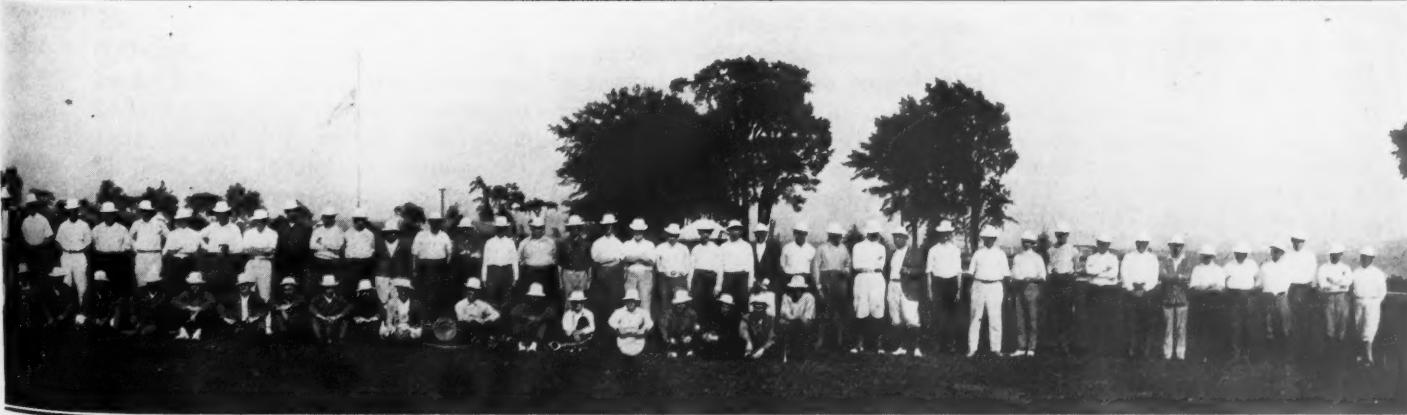
"(1) They should realize that the remarkable development in the electrical generation distribution and utilization that is taking place at the present time offers them an unprecedented opportunity.

"(2) They should realize that the public utility companies have their own problems in financing and operating their properties; and that they will therefore be glad if the contractors will appreciate their own opportunities and devote their entire attention to giving their very best service to their communities.

"(3) In the larger sense, both the utilities and contractors justify their existence only in rendering service. While both should make reasonable profits, they should always have clearly in mind that this great movement in civilization is not taking place for their particular benefits.

"(4) They should try to keep a clear perspective of events, and to see clearly that the distressing situations in coal mining and transportation are fundamentally due to selfishness and lack of

Conference, at Association Island, Sept. 5-7, Held Under the Auspices of the S. E. D.



Electric, coöordinated advertising, essay contests in the public schools, and advisory service to intending home-builders were among the league activities discussed, and

experience in local work was reported from Cleveland, Pittsburgh, Buffalo, Chicago, New York City, Brooklyn, Philadelphia, San Francisco, Boston, Los Angeles, Den-

ver, Salt Lake City, Toledo, Dayton, and other cities. An account of the "Camp Co-operation" conference in detail appears on pages 96 and 97 of this issue.



These are typical of the homes that have been wired in Cincinnati during the big campaign—small houses and apartments where natural gas had been entrenched.

vision, and that while the public suffers, they themselves cannot prosper. It would be a real achievement if the various electrical industries can continue to show the public that they understand the lesson which is being taught through the failure of the coal mining and transportation industries to function as they should.

"(5) That overworked word, co-operation, never was as full of meaning as it is now. The general prosperity of the world absolutely depends upon it and the word means only, working together. To some of us the word, working, should be understood, to others the word, together, should be understood; and, unfortunately, for a large per cent of us, both should be underscored.

"(6) It has been demonstrated repeatedly that the functions of the utilities and of the contractors do not overlap, or should not overlap. Each is necessary to the other. The contractors cannot do the work of the utilities; and the problems of the utilities are of such magnitude that the utilities cannot meet them, and, at the same time, do the work of the contractors.

"However, in meeting these problems there will be many points of contact, and therefore of misunderstanding, between the contractors and the utilities. This being the case, the situation

should be recognized and the necessary machinery for eliminating these misunderstandings should be provided; so that there may exist the mutual confidence which is necessary for the best service. The particular type of machinery may vary to meet local conditions, but in every case it should be of such character as to eliminate misunderstandings quickly and completely. If possible, it should anticipate them.

How to Size Up Your Prospect

Is your face sharp-pointed, concave, convex?

Faces may not always be fortunes, but at least they are clear indices of character, to the trained observer. And displaying numerous charts showing human faces, William Judson Kibby, of the Irving National Bank, New York, gave many valuable hints on analyzing buying prospects by their facial characteristics, in a talk before the recent Milwaukee advertising convention.

A sharp-pointed face, he said indicates an impatient type of man. One with a slanting forehead is a quick thinker, keen, penetrating, a

man who "Hears with his eyes," "A man who loves graphic presentation." He is a typical executive, fully 95 per cent of our executive leaders having foreheads of this type. A light eye indicates ingenuousness and inventiveness. A dark eye is the studious critical and discriminating eye. The large eye indicates that its possessor is interested in generalities. The small eye is careful about details.

A high arch nose will be found upon pioneers—men of initiative. More than 90 per cent of our statesmen and more than 85 per cent of our executives have this high arched nose, Mr. Kibby said, adding that the middle section of the head is that which shows energy and driving force. It is not true, he asserted that a short chin denotes weak disposition. "If this were so," he said "fully 90 per cent of our mothers would be weak, for they have short chins. Such a chin, however, does denote quickness in action. A *con*-An indented nose indicates lack of energy."

Tentative Program
Twenty-Second Annual Convention
*National Association of
Electrical Contractors and Dealers*

Cincinnati, Ohio

October 11, 12 and 13, 1922

Association Headquarters, Hotel Sinton

**MONDAY AND TUESDAY
OCTOBER 9 AND 10**

Executive Committee Meetings, 10 A. M. and 2 P. M., Parlor F—Mezzanine floor.

Registration Bureau opens 4 P. M., Oct. 9, Room 200—Mezzanine floor.

WEDNESDAY, OCTOBER 11
Convention Sessions at 10 A. M. and 2 P. M. in Ball Room—Ground floor.

Opening Convention—Charles M. Beltzhoover, Cincinnati, Chairman Local Convention Committee.

“Welcome to Our City”—Geo. P. Carrel, Mayor of Cincinnati.

Response—James R. Strong, New York City, National Chairman. Business: “Yesterday, Today and Tomorrow”—George M. Verity, Middletown, Ohio.

Introduction of the Glad Hand Committee.

Adjournment

WEDNESDAY AFTERNOON
The Supply Jobber and the Electragist—W. R. Herstein, Memphis, Tenn.

Discussion
The Joint Committee for Business Development—Frank E. Watts, Editor, *Electrical Record*, New York City.

Discussion
Motion Picture, “Selling Something More.”

“The Awakening of Mr. Moss,” a Farce Based on Facts—Staged by the Lighting Sales Department of the Union Gas and Electric Company, Cincinnati.

Ladies will be entertained at Rookwood Pottery and at the Zoo from 2 P. M. to 4:30 P. M.

WEDNESDAY EVENING
Reception and Dance at 8:30 P. M., in Ball Room, where guests will be received by the

Glad Hand Committee. Radio Entertainment, courtesy A. S. De Veau, Stanley & Patterson, New York.

THURSDAY, OCTOBER 12
Convention Session 10 A. M., Ball Room—Ground floor.

Association Business Session. The New Manual of Estimating—Arthur L. Abbott, St. Paul. “Electrifying America—Getting the Job Done”—F. M. Feikes, vice-president McGraw - Hill Company, former editor of *Electrical World* and *Electrical Merchandising*.

Discussion

The Manufacturer’s Problems—Gerard Swope, President General Electric Company.

How an Employers’ Association Functions—Edward T. Miller, Secretary, United Typothetae, Chicago.

Specific Specifications—E. H. Eardley, Chairman Engineers Committee, Salt Lake City, Utah.

Adjournment

THURSDAY AFTERNOON
Annual Outing—The Ohio River Passenger Steamer, Island Queen, will leave the landing at the foot of Vine Street at 2:30 P. M. Official photograph will be taken at Fern Bank Dam.

FRIDAY, OCTOBER 13
Convention Sessions 10 A. M. and 2 P. M., Ball Room—Ground floor. Proposed Amendments to Constitution and By-Laws.

How the National Can Improve the Electragist’s Business—Lawrence W. Davis, New York City. Benefits of Organization—W. C. Culkins, Executive Secretary Chamber of Commerce, Cincinnati.

Contractor-Dealer Visitors’ Session.

For the Ladies—Behind the scenes in some of Cincinnati’s exclusive shops. From 10:30 A. M. to 12 M.

Adjournment

FRIDAY AFTERNOON
Code Discussion—Leader, A. Penn Denton, Chairman Code Committee, Kansas City.

Recodification—Dana Pierce, Chairman Electrical Committee, N. F. P. A., New York City.

A Central Station’s Wiring Campaign—W. W. Freeman, President Union Gas & Electric Company, Cincinnati.

Selling the Electric Idea to the Ladies—Miss Alice Carroll, Society for Electrical Development, New York City.

(Ladies attending the convention will find this address of particular interest, and all are specially invited to be present.)

Insurance for Electragists—Linton T. Block, Indemnity Exchange, St. Louis.

Suggestions by members and others. Five minutes limit for each speaker.

Report of Committee on Resolutions.

Adjournment

FRIDAY EVENING
8:30—Unfinished Business of National Executive Committee.

SATURDAY, OCTOBER 14
By special arrangement for those who apply at the Registration Bureau, on or before Wednesday night, parties will be made up to visit the Generating Station of the Union Gas & Electric Company, Cincinnati. This mammoth central station plant is 331 feet long and 220 feet wide and cost \$8,000,000. It has a capacity of 125,000 Kva.

A Commercial Survey of Residence Lighting Possibilities—II

The Present Status of Fixtures and Shades

By M. LUCKIESH

Director of Applied Science, Nela Research Laboratories, Nela Park, Cleveland, Ohio

WE HAVE three distinct fields of residence lighting. They are (1) the homes wired at the present time; (2) the new homes being built; and (3) the old residences which are to be wired. We know how to design the lighting and the wiring of a home, but from the standpoint of merchandising it will be extremely interesting to become acquainted with the wiring and lighting conditions as they exist in the wired middle-class home today. Without such data the merchandiser must attack these fields rather blindly. In the preceding article (September, 1922) such factors as the saturation of the market, and the influence of size, cost, and ownership of homes have been discussed. These discussions were based upon an analysis of a detailed survey of large groups of wired urban middle-

class homes. This article is based upon the same group of homes, of which about one half are rented and the other half are occupied by the owners.

Names of Fixtures

There is more or less confusion and indefiniteness in the use of names for fixtures but in making a residence lighting survey it was necessary to adopt definite terms. The following were used:

Bowl—A fixture consisting of a bowl usually open at the top and hung from the ceiling.

Shower—A fixture suspended from the ceiling, in which a number of incandescent lamps are hung in a downward position.

Bowl Shower—A bowl and a shower combined in a single fixture.

Candelabra—A fixture suspended from the ceiling in which a number of incandescent lamps are mounted in an upright position on "Imitation" candles.

Drop Cord—A fixture consisting usually of cord suspended from the ceiling with one socket attached.

Rosette—A fixture consisting of a plate attached to the ceiling, on which is mounted

one or more collars or rosettes each containing a socket.

Ball—A fixture of totally enclosing glass or other material, regardless of shape, which is hung at the ceiling.

Dome—A fixture consisting of a large shade suspended from the ceiling with a wide opening at the bottom which emits light downward. This unit is the reverse of a bowl.

It is of interest to know something of the percentages of various types actually in use in the middle-class home because no campaign for increasing wattages or for rehabilitating fixtures in existence can be carried on intelligently without such data. Of course, what exists in the seven million wired homes at the present time is not necessarily a criterion of the present tendency. However we know the present tendency very well from a view of the dealer's stock and of his sales reports but we do not know, without such data as presented in these articles what opportunities the wired homes offer to electrical merchandisers. The percentages of the common types of ceiling fixtures found in various rooms are presented in Table I.

TABLE I.
PERCENTAGES OF VARIOUS TYPES OF
CEILING FIXTURES IN THE URBAN
MIDDLE-CLASS HOME

	Liv-Room	Din-Room	Din-Kitchen	Bed-Room	Bath-Room
Bowl.....	20	25	2	10	4
Shower.....	54	35	5	14	2
Bowlshower.	10	10
Candelabra..	3	9
Drop cord...	4	5	70	55	62
Rosette.....	7	5	20	14	22
Ball.....	2	1	3	7	10
Dome.....	...	10
	100	100	100	100	100



Notwithstanding the strong tendency of fixture manufacturers toward candelabra during the past few years, only 9 per cent of the fixtures in the dining room are of this type. Where they exist there are powerful arguments for equipping them

with shades, for this not only improves the distribution of light for the dining room but also protects the eyes from the glare of the lamps. It is found that 9 per cent of the fixtures in dining rooms are not equipped with shades.

Some of the facts shown in Table I can be discussed to better advantage in connection with the information pertaining to the shading and diffusing equipment of fixtures. However there are a few outstanding points in connection with ceiling fixtures.

It is seen that the shower is most



In the kitchens surveyed, 70 per cent of the ceiling-fixtures are drop-cords, and only 20 per cent of the ceiling-fixtures are placed at the ceiling. In the kitchen, enclosing

glassware or a deep reflector at the ceiling provides the best lighting. Here is a large field for the electrical merchandising man, dealer or contractor.

popular among ceiling fixtures in the living-room, while the bowl ranks second. If the former is equipped with deep diffusing shades these numerous sockets are fields for larger modern lamps. A similar field is also present in the bowls.

In the dining-room the foregoing applies to the showers. It is seen that 25 per cent of the fixtures in this room are bowls. This unit does not provide the best lighting in the dining-room for it does not predom- inately illuminate the table as a prop- erly designed dome or shower does. These bowls can either be replaced by proper fixtures or retained for secondary illumination and supple- mented by table-lamps such as "candle" portables. There are now available very satisfactory domes and inasmuch as only 10 per cent of the fixtures in the dining-room at present are domes it is seen that there is a large field for those who would sell this commendable fixture.

Notwithstanding the strong tendency of fixture manufacturers toward candelabra during the past few years, only 9 per cent of the fixtures in the dining-room are of this type. Where they exist there are powerful arguments for equipping them with shades, for this not only improves the distribution of light for the dining-room but also protects the eyes from the glare of the lamps. It is found that 9 per cent of the fixtures in the dining-rooms are not equipped with shades.

In the kitchen 70 per cent of the ceiling-fixtures are drop-cords and only 20 per cent of the ceiling-fixtures are placed at the ceiling. In the kitchen, enclosing glassware or a deep reflector at the ceiling provides the best lighting. This is a large field for the merchandisers.

The predominance of drop-cords in bedrooms and bathrooms provides an opportunity for the sale of better fixtures.

The basement also is a field for the sale of reflectors.



The bedroom offers many opportunities for the use of side-wall brackets. Here the dresser (or dressing table) could be spanned by brackets and the number of brackets should be at least two per room. If we have three bedrooms in the average

Other phases of Table I are of interest in connection with Table II in which are summarized the data pertaining to the materials used in the various fixtures for shading and diffusing light. It is seen that glassware is overwhelmingly prominent on ceiling-fixtures and wall-brackets but not on portables. In the latter, silk predominates. It is surprising that parchment is so little used, considering its decorative value and desirability. It is known that much of the glassware in use at the present time is unsatisfactory as to shape and insufficient as to density or ability to diffuse the light. There is a great field for replacing this unsatisfactory glassware with the beautiful and effective glassware which is now available.

TABLE II.
PERCENTAGE OF MATERIALS IN USE FOR
SHADING, REFLECTING, OR DIFFUSING
THE LIGHT

	Glass	Silk	Parch-	ment	Metal	None
Ceiling-fixtures....	83	3	..	1	13	
Wall-brackets....	67	11	3	0	19	
Portables.....	29	54	8	7	1	
Basement sockets..	10	4	86	

Regardless of replacements there is a large merchandising field represented by the fixtures which have no shades. Proper lighting and the conservation of eyesight requires shaded lamps and this is the more important because more light is now recognized to be necessary in many places. There are devices available for equipping all lamps with shades. Of the ceiling-fixtures 13 per cent

home these account for six brackets. Thus with the kitchen bracket and two bath- room brackets, we account for nine utilitarian brackets in the average home without considering any purely decorative brackets.

remain to be shaded and 19 per cent of the wall-brackets require shields or shades. In the basement 86 per cent of the sockets are not equipped with shades. Over the laundry-trays and ironing-boards large lamps in shades are needed. Here is a field for millions of reflectors or shades as well as for "daylight" lamps.

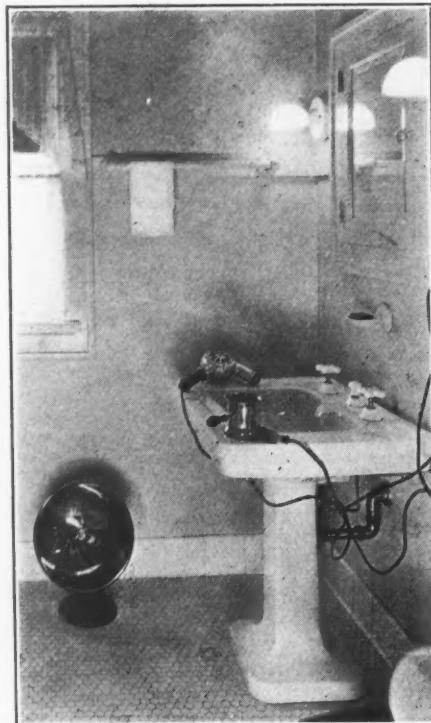
It is also of interest to know the average number of ceiling-fixtures, wall-brackets, and portables per room in the various types of rooms in the middle-class home. These data are presented in Table III for the various rooms.

TABLE III.
AVERAGE NUMBER OF FIXTURES AND
PORTABLES PER ROOM

	Ceiling Fixtures	Wall Brackets	Port- ables
Living-room.....	1.1	0.52	1.20
Dining-room.....	1.0	0.35	0.14
Kitchen.....	1.1	0.22	
Bedroom.....	0.8	0.47	0.16
Bathroom.....	0.5	0.62	...
	0.9	0.44	0.58

It is seen that there is an average of about one ceiling-fixture per room. The bedrooms and bathrooms fall short of this average but in these rooms there is little justification of urging a greater use of ceiling-fixtures if the use of the wall-bracket is extended in these rooms. However it is estimated that about 50 per cent of the ceiling-fixtures now in use should be replaced by modern fixtures.

Wall-brackets are not in use to the extent they should be. In a former article it was stated that their use in wired homes at the present time is only 27 per cent of a conservative ideal use of them. In Table III it is



In the bathroom ideal lighting at the mirror is obtained by one bracket on each side of the mirror or two brackets per mirror. Thus the number of brackets and the number of brackets to the wired bathrooms at the present could be doubled.

seen that there is an average of 0.44 wall-brackets per room in existence in the middle-class home at the present time. Nine useful wall-brackets can be accounted for in a conservatively illuminated average home. This does not include the decorative wall-brackets such as can be used in the living-room. In the kitchen we find an average of 0.22 wall-brackets. This could be increased to an average of at least one per kitchen. In other



In the basements investigated, 86 per cent of the sockets were found not equipped with shades. Here is a field for millions of reflectors or shades as well as for "daylight" lamps which should not be overlooked.

words an increase in wall-brackets of 400 per cent should be possible in the wired homes of the present time.

In the bathroom ideal lighting at the mirror is obtained by one bracket on each side of the mirror or two brackets per mirror. Thus the number of brackets to the wired bathrooms at the present time could be doubled. A similar situation is formed in the bedroom. Here the dresser (or dressing-table) could be spanned by brackets and the number of brackets should be two per room. If we have three bedrooms in the average home these account for six brackets. Thus we account for nine utilitarian brackets in the average home without considering any purely decorative ones.

Portable lamps have been discussed in the previous article; however, Table III shows their distribution as to type of room. Certainly considering their many useful and artistic advantages, the market for portable lamps is far from saturated. An average of 1.2 per living-room is entirely too small. One or two more in this room can be readily used to great advantage. In the discussion of wall-brackets none were considered in the dining-room. Here two small portables can be used on the buffet and in the case of an inadequate or unsatisfactory ceiling-fixture small "candle" lamps can be used on the table.

One small portable near the bed is desirable in most bedrooms and two spanning the dressing-table are very useful if the brackets are spanning the dresser. It is seen that the number of portables in the bedroom could be increased at least ten times if the householder was taught to appreciate the portable. One portable per bedroom would mean a market in the bedrooms of homes wired at the present time equal to twenty million portables.

The conclusions arrived at from these data are conservative both because the writer has tried to be conservative in constructing the ideal and because the wiring and lighting conditions in the middle-class homes of towns, villages, and country and in the lower-class home are not up to the standard of the urban home. Furthermore this article is devoted only to the market represented by homes already wired and does not include the fourteen million unwired homes. Certainly the data proves that even the present market is of great magnitude.

Estimating House Wiring Costs

A Method More Accurate Than the "Outlet Count" Plan. Four Units of Cost Are Considered—1, Service Entry; 2, Meter Setting; 3, Circuits; and 4, Outlets

By J. W. COLLINS
Secretary, Electrical Contractors' Association, Chicago

THE best method of estimating wiring costs is, of course, by the unit of material and labor cost system. This system *should* be applied to every wiring job. But we all know, however, that contractors will not use this method on certain classes of work, namely, home and apartment wiring. On this class of construction they insist on estimating on the outlet count basis, which is about as correct as establishing the price of a coat by a button count.

Counting outlets as the sole basis of estimate not only affects the construction of the job, but is one of the greatest hindrances to the progress of the use of electricity in the home. This can best be proven by an analysis of a home wiring job.

I claim there are four distinct items of construction in home wiring that can be scheduled and made uniform in price, to the extent that they are so constant in cost that there is very little variance from the unit of labor and material method. These units may be designated as Service—Meters—Circuits and Outlets. We will take them up in the order named.

Four Units of Construction Cost

Service: In each locality a definite system of servicing a building is established by an inspection body or central station. Rules of service are usually such as define exact locations for service entrance and service switch for each type of building. Such being the case we may properly estimate a service cost for each type of building and sizes of service from the smallest allowable to the largest anticipated for each type.

Meters: The same influence governs the arrangement of meters and therefore a proper constant cost may be arrived at.

Circuits: The run from cutouts to first outlet on each floor are invariably of the same construction and quantity of material, so we may estimate circuits from one to maxi-

mum for each floor and arrive at a very accurate uniform cost.

Outlets: You will admit we have covered considerable ground and expended some time and material up to this point, which is not considered in the flat outlet estimating system at all. Now we will figure outlets for just what they are, simple loops of material from one to the other and can be properly averaged in cost.

Let us apply the outlet counting system of estimating to two jobs of the same type in comparison with the four unit system as to cost finding and the effect of each system as to its influence on increasing the further use of electrical home appliances.

A Two-Story-Residence Conduit Job

A two-story residence wired in rigid conduit having a specification as follows: Eight ceiling outlets for thirteen lights, two brackets for two lights, one wall outlet for one light and two wall switches. We have a total of sixteen lights.

Estimating this job by Chicago conditions we find the service extends from second floor ceiling joist to three feet or less within the basement. Our schedule for the given number of lights and type of build-

ings would show a 25-foot service of two fourteen wires in one-half inch conduit. Next comes our meter-loops and meter-board which are standard in design and material, and, therefore, a scheduled cost per meter would apply. Now we come to the circuits and that portion of the cutout box applying to each circuit. Circuits run from the cutout box to first outlet on each floor and are so uniform in construction that we may properly cost this portion of the job by schedule.

We have traveled some distance to this point and we haven't touched on what most contractors constitute as being the only consideration in a job.

Outlets are simple loops from one to the other and should only be considered as a unit of the estimate. We can strike a very fair average of material and labor for all classes of outlets and fall little short of a perfect estimate.

Getting back to the job under consideration we will establish a cost schedule, the figures being accurate only for comparison, and attempt to show the merit of the four unit estimate.

COST SCHEDULE	
Two story No. 14, 2-wire service.....	\$7.50
Meter loop (conduit and Appleton fitting)	2.50
One 2-story circuit (loop out for first floor)	6.50
Ceiling outlets.....	2.05
Bracket outlets.....	2.25
Single pole switch.....	3.00
Base receptacle	3.30

Our job as it stands estimates as follows:

Service	\$7.50
Meter	2.50
Circuit	6.50
Eight ceiling outlets.....	16.40
Two bracket outlets.....	4.50
One base receptacle.....	3.30
Two single pole switches	6.00

Total cost

We must admit our house is not properly wired under this specification and we will now estimate a complete or at least a more elaborate installation by the four unit method and by the outlet count method.

Let us add six ceiling outlets, two brackets, three base receptacles, and

"COUNTING outlets to figure the wiring cost is about as accurate as establishing the cost of a coat by a button count," declares Mr. Collins.

"I claim there are four distinct items of construction in home wiring that can be scheduled, —with little variance from the unit - of - labor - and - material method.

These four elements may be designated as 1, Service; 2, Meters; 3, Circuits; and 4, Outlets."

three switches, not an unusual sale. Using our four-unit method we find no increase in service cost, no increase in meter cost and but a slight circuit increase. Our estimate now stands as follows:

Service	\$7.50
Meter	2.50
Twin-circuit	8.50
Fourteen ceiling outlets	28.70
Four brackets	9.00
Four base receptacles	13.20
Five S. P. switches	15.00
Total cost.....	\$84.40

Now the outlet count system, assuming the contractor correctly guessed the cost of our first specification, we would have a cost of \$3.59 per outlet. Adding our additional specification we find the job cost us \$96.93.

In this case you will say, "very

good for the contractor and not so good for the customer." We have overcharged the customer ninety cents plus our overhead and profit and undoubtedly lose the sale of several of the outlets, which means the manufacturer, jobber, central station and fixture industry all lose with him.

Suppose we reverse the schedules and assume the outlet counting contractor based his outlet figures on the second specification and was called to estimate the first specification.

We find our cost per outlet in the second specification is \$3.12 per outlet. Our first specification being thirteen outlets we find a cost of \$40.56. If our four unit system is correct the contractor has made an unconscious

contribution of \$6.14, for which he receives no honorary mention. Our jobbers may come to the conclusion that we are getting an abundance of the first specification jobs, from the appearance of our accounts on their books.

It is not fair to guess on an estimate when so little time and effort is necessary to get a proper estimate. I know the four unit system will prove its value, because I have had personal contact with a firm that has depended entirely on the system to estimate as high as 1,500 jobs completed per year and the variance from job to job was so slight in comparison with actual completed costs that it would seem impossible to arrive at a system more accurate.

Cost Schedule and Estimating Form for Electrical Contractors

SELL THE JOB DON'T BUY IT		COST OF SERVICE (PER LENGTH)										UNITS			COST			
LOAD	SIZE OF SERVICE	SWITCH	CONDUIT	WIRE	SIZE	15'	20'	25'	30'	35'	40'	45'	50'	ARMOR CABLE	K & T CABLE	CONDUIT	ARMOR CABLE	K & T
						1/2"	30"											
41	1650	15	2	1/4	1/2"	\$												
55	2200	20	"	12	"	"												
69	2750	25	"	10	"	"												
83	3300	15	3	14	"	"												
110	4400	20	"	12	3/4"	"												
138	5500	25	"	10	"	"												
165	6600	30	"	8	1"	"												
193	7700	35	"	8	"	60												
275	11,000	50	"	6	1 1/4"	"												
330	13,200	60	"	4	"	"												
385	15,400	70	"	4	"	100												
440	17,600	80	"	3	"	"												
495	19,800	90	"	2	1 1/2"	"												
550	22,000	100	"	1	"	"												
688	27,500	125	"	0	2"	"	200											
825	33,000	150	"	0	"	"	"											
927	38,500	175	"	000	"	"	"											
1100	44,000	200	"	2 1/2"	"	"												
"KNOW YOUR COST"																		

An estimating form compiled for the use of members of the Electrical Contractors Association of Chicago by Mr. Collins,

author of the accompanying article. Mr. Collins' pertinent observations and printed reminders scattered over this schedule

should be of timely encouragement to the contractor using these sheets to make up estimates in the face of competition.

A Message for Any Contractor

Being the True Story of the Financial and Business Experiences and the Practical Philosophy of a Regular Hard-Working Electrical Contractor-Dealer

By EARL E. WHITEHORNE

NOTHING is more interesting to me than the story of a man. And nothing is more vital to an electrical contractor than the story of a man who has lived this story of his in the electrical contracting business. If he was a man who had the gift of learning and of then organizing his experience into his work, his tale is worth the telling, for it can be analyzed and used by any one who is confronted with similar problems.

I have just come from a long talk with a contractor in an eastern city. I will tell his story and I wish that I might name his name, but the nature of the story is distinctly personal and there are others concerned and he is a bit print-shy. So I will just have to give my word for it that all I say is fact, a human record of hard work and notable achievement. I will call him Welton, because his real name is so different. We'll say that his place is in Hartford, because it isn't there at all.

But upstairs he sits in a little office. Downstairs is his appliance store, and his stock room. Beside him are his contracting department and his fixture display room. And in his head is apparently a store of common sense and understanding that is the most valuable asset in the place. For he has found out, it seems, three things; first, how to finance himself; second, how to administer his business, and third, how to treat his employees, his competitors and himself. And this, I take it, is about all anybody needs to know.

Into Business for Himself

It isn't a long tale. Welton started as a helper twenty years ago, got to be a wireman and made a good name for himself in the trade. He worked along for eight years as an employee and then there came a chance for him to go in business for himself. One of the small contractors in town wanted him to buy a half interest in

the Enterprise Electric Company for \$650. The idea appealed, he had the money, and he took it on. But it wasn't long before he awakened to the fact that what he had paid his money for was a half interest in \$350 worth of merchandise and a reputation none too good. However, he said nothing. They incorporated for \$6,000, although the value was not there, for Welton was new to finance. But he was old to work and he knew that work was what was needed to make a bad deal good. So he went to it for two years and by that time they had pulled ahead enough to be making some money, and Welton had acquired some business knowledge of a very practical sort. But he was linked with an unsatisfactory and unprofitable partner.

Couldn't Sell, So Bought

So he decided to break away and offered to sell out for \$2,000. The other chap agreed when he saw that Welton would stay no longer, and they separated, but the money did not materialize. After allowing several months to pass, Welton therefore called round and said: "I offered to sell to you for \$2,000, but you can't raise the money. I'll change my proposition and offer to buy you out for \$1,500." And the man took it, and Welton found himself with a business and assets which he believed were worth \$1,500 cash, with-

out figuring a cent for good-will.

But he had seen enough of the game to know that a contractor without cash is strangled, so he sat himself down to think where he could find some money. He decided that the best place to get money must be where money is, and that the best man to interest in a business ought to be a man who is already successful in a business. He went, therefore, to the president of one of the local woolen manufacturing companies. He had wired this man's house and knew him slightly. He liked the cut of his gib and the man knew his work. He talked to him and "sold him" on the electrical contracting business as a safe and profitable investment and this man agreed to put up \$1,500 as additional working capital. He did more than that; he interested another local business man who offered another \$1,500 and Welton took it. This, of course, left him a one-third interest, but what difference did that make? The business was built up around his ability and reputation. It would be as much his as he could make it. And the \$4,500 would help make it something real.

First Earned Interest, Then Dividends

This was in 1912. Welton told them that he paid his partners only 6 per cent interest for three years,



After the first three years he paid dividends.

His two partners have not been active. They have left the affairs of the business entirely to him. He is the contractor. They

are not known in the business, but in these last ten years there have been several times when within twelve months these partners of his have received more than double their original investment.

because he did not intend to pay out any money that he didn't make. But after the three years he paid dividends. His two partners have not been active. They have left it entirely to him. He is the contractor. They are not known in the business. But in these last ten years there have been several years when, *within twelve months*, these partners of his have received *more than double their original investment!*

That is what Welton has done with an ordinary electrical contracting business in an ordinary small city. How did he do it?

He is a man today of say, forty-five, with a common-school education. He has no more advantages of personality than a hundred other contractors that we have known. But he has had the common sense to think and to do some fundamental things that many other electrical contractors are overlooking.

What are these things?

Thrifty Management at the Beginning

As I said before, he has known apparently, how to finance himself, how to administer his business, and how to treat his employees, his competitors and himself. And that's a lot.

In detail I mean this:

In the first place Welton has never abused his business by milking it. During the first three years while he paid his partners 6 per cent, he was working out with the men most of the time and he paid himself a wireman's wage. And if he was short of cash he just didn't take his, but he carried home a ten dollar bill to his wife that week and asked for an extension of credit. In other words, he didn't spend money that he didn't have. He never hesitated to borrow from the bank for proper financing when he had built his credit up so that he could. But that is different. And in the early days he took credit

freely from the electrical manufacturers because he had to have it. But he never milked his business and abused his bank account.

And by the same token he refused to let his accounts-receivable milk him! Welton says that the worst enemy of the electrical contractor is the abuse of credit by his own customers. And he is right. You know he is right. Too many contractors are hungry for orders all the time because they are short of money; and they are short of money because they have not been paid for work already done. They take the matter of credit risk as a secondary consideration and grab the job without making sure that they can afford to run the risk of having to wait for the money or even losing it.

Good Credits Make Good Business

Welton has been bumped that way. So has every other business man. But he learned before long to study credit. He accepts no job from any man he does not know until he looks him up in a local credit book or lines him up through some other source of information. If the man does not look right he simply does not want the job. Some work is lost that would be profitable,—but far more money is saved in bad debts, plus an infinite amount of worry and disappointment. So Welton has worked

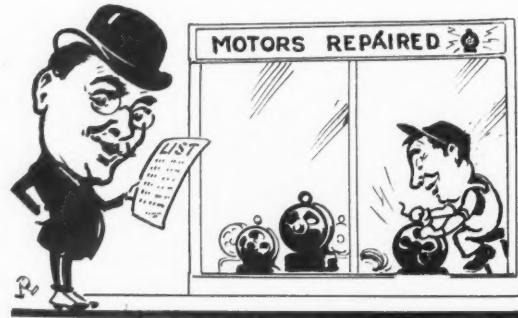
out his finances in this simple common-sense way. He got enough money at the outset to give him elbow room, then he refused to take out profits quicker than he could spare them, then he refused to let his customers hold him up longer than was fair, and so he was not habitually hard up for cash and therefore he was able to pay his bills and keep his mind free for work and not all cluttered up with worry.

I say also, that he knew how to administer his business. His financing is pretty good proof of that. He told me that he operated one year on 5½ per cent overhead, but he always recognized the fact that there was an overhead to pay and that one way to pay it was with cash and the other with economies. So he stuck to his knitting. He watched his business; he figured his costs; he saw that he got and gave full money's worth in labor as well as materials.

Motor and Fixture Sales

When the time came that he saw that he could swing it, he opened up a motor repair shop down in the factory section of the town and went hard after industrial business; and it has paid. As he wired houses he began to sell fixtures and he developed this by-product, until today he is averaging fixture sales to nine out of every ten new installation customers and has established a fixture display room and an assembly shop.

He soon also began to sell appliances to his residence customers, after the wiring was in and they were enjoying the lights. At first he lost money on appliance selling, but gradually it pulled along and when the time was right he moved into a store on the main street, three doors from the electric light office, and today appliances are paying him and fixtures are one of the most profitable of his lines.



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He didn't spend money that he didn't have. But he never hesitated to borrow from the bank for proper financing when he had built his credit up so that he could. In the

early days he took credit freely because he had to have it. But he never milked his business or his bank account. The abuse of credit by his customers he would not allow.

In other words, he has nourished his business to make it grow in strength and size. He has not strained it and strangled it to feed his private purse and gratify his personal pride to be a big operator and a prominent local business man. But I know some contractors who have never really prospered just because they fell prey to these two very human weaknesses.

His Employees, His Competitors, and Himself

I said also that there was a third thing Welton knew—how to treat his employees, his competitors, and himself. Here's what I mean by this. At the present time he has three outside salesmen at work selling house-wiring under one of the easy-payment finance plans. One of these men is a selling genius. He just naturally knows how to sell, and the week that his pay envelope contains less than \$150 is a poor week for him. Welton is as enthusiastic about this man's success as he can be and proud of the money he is making. In short, he realizes that the men must prosper if his business is to mean more than a job to them. And to this end he has worked out a profit-sharing scheme whereby some of his best men are adding quite a bit to their earnings. It is as possible and as practicable and as profitable in a small business as in a large one, but there are not many contractors who appreciate this to the practical point of applying it—that is, I have not heard of them doing so.

As to his competitors, he has no illusions. An unfortunately large proportion of electrical contractors are men who had gained a rudimentary knowledge of wiring as employees of other contractors and then started "on their own" to wire houses without a bit of experience as *business men*. And they went slap up against the problems of financing, employing, accounts, collections and debts. A very large part of the construction work in some cities is done by these men today and if they make three or four dollars a day they are satisfied. I know of one such man who claims that he has no overhead because he owns his own building and doesn't pay rent.

These men are in a business that they don't adequately understand and as a result they spoil electrical contracting in that town for everybody else. It isn't that they take small jobs away from men who operate

with large crews and bigger overhead. That is nothing—but they spoil it for everybody. They lower the standard of construction by bidding down the *completeness* of the job to shave the price. And in doing so they hamstring the profit and kill the opportunity to make contracting a real business.

But Welton believes in good competition. "Good competition," he said to me, "helps any business. If my competitors are prosperous it helps me, and I'll do anything I can to help the unsuccessful man to learn his business and get on his feet. For until he does, he hurts me and gets nothing out of it for himself. But if he succeeds it helps us both." That's good horse sense, I say. And acting on this philosophy, Welton has given much time and effort to

a trip abroad with Mrs. Welton. "For if business interferes with pleasure, health, and playing with your family," he said to me, "damn the business! Either you have let it get on top of you or it isn't worth the work. A man is a fool who doesn't get some pleasure regularly while he is alive, for he'll be a long time dead." And that, I say, is more than just horse sense—that's God-given wisdom!

What the Banks Said of Mr. Welton

I wish I could tell who this man is and where his store and office is. But he has some legitimate reasons why I must not. Yet starting with \$650 invested in a pull-string business, twelve short years ago, his record is a good one. He has done a job. We



Each summer he takes his family to the lake and they camp there in a bungalow, and all summer long he drives down to the lake each Tuesday night and comes back Thursday morning and drives down on Friday night and returns on Monday. So he spends three days each week at play and four at work, and those four days he has his hands full. This winter he is plan-

ning to take two months and have a trip abroad with Mrs. Welton.

"For if business interferes with pleasure, health, and playing with your family," he said to me, "damn the business! Either you have let it get on top of you or it isn't worth the work. A man is a fool who doesn't get some pleasure regularly while he is alive, for he'll be a long time dead."

local association work, endeavoring to help these competitors to get right with this job of theirs.

How He Treats Himself

Then just a word as to how he treats himself, and I am done. I found Welton busy at his desk and phone, with a lot of bills and some cheques before him. He looked up to his ears and he admitted that he was—for he said that each summer he takes the family to the lake and they camp there in a bungalow. And all summer long he drives down to the lake each Tuesday night and comes back Thursday morning and drives down on Friday night and returns on Monday. So he spends three days each week at play and four at work, and those four days he has his hands full. This winter he is planning to take two months off and have

need more men like that, and I wish that his whole story could be carried to every contractor in the land as an inspiration and a proof that this work they are in is man-size and worth-while.

Before I left his town, I dropped into a bank I passed, not Welton's bank, and talked to the cashier. I told him who I was and asked him what he thought of the electrical contractors as business men and credit risks. Some, he said, were good and some were bad. I mentioned Welton casually, with some others. "Oh, yes," he said, "Welton has done well, built up a substantial business and prospered and has credit anywhere." And yet not long ago he was just starting up the ladder. It seems to me that any contractor can get a message out of that.



"Well, how much will all these extra watt-holes cost me?"

Selling the Business Man on His Wiring Job

One Dialogue and a Couple of Pictures* That Carry
Some Usable Hunches for Giving the New Home
Owner the Right Slant on His Wiring Installation

The Dialographers

A Housebuilder, hereinafter initials as "H"—H. B. KIRKLAND, American Wiremold Company and

An Electrical Contractor, for whom we shall, with your permission, let "C" stand.—W. D. YATES, General Electric Company.

ARE you ready? Good! The lights flash. The curtain rises. And right out in the middle of the stage sits H in his office. Here comes C through the door. He holds a card in his hand. Can it be the ace? No. It is too small. C walks to H. They talk:

C: (Presenting card) Good morning, Mr. Housebuilder!

H: (Glancing at card) So you're an electrical contractor.

*Based on the uproarious housewiring skit in which these two famous electrical actors played to applauding audiences in cities from the Atlantic to the Pacific coast during their recent triumphal tour with Adam Page's "Merchandising Circus."

C: (Aside) Life is really quite simple since Gutenberg invented printing. (To H) You are building a new house and—

H: Who says I am?

C: The record of building permits.

H: Humph! Well—?

C: And I stopped in to talk to you about your electric wiring.

H: You'll have to see the architect.

C: I did.

H: And what did he say to you?

C: He said "Here's the plans, if you think you can understand 'em."

H: He seems to know you.

C: Yes, I've worked with him quite a bit.

H: And you've seen the plans. Well, sit down, sit down. What's this whole electrical job going to cost me?

C: If you stick to present specifications it will cost you around \$450 exclusive of fixtures.

H: (Astonished, shocked and deeply grieved) Four hundred and fifty berries! Holy preserved double-

jointed muscalunges! For \$450 I can get a good second-hand delivery truck; or a player piano in perfect jazzing condition; or (looks around furtively and lowers voice) restock the northeast corner of my cellar.

C: Correct, three times.

H: Why \$450 is an outrageous price just for electric wiring!

C: Wrong, once. Tell me; you're used to the comforts of electricity in your home, aren't you?

H: Of course.

C: Of course. Now try to picture this new home of yours without any electricity at all.

H: I've been picturing that ever since you said \$450.

C: Fine. And you have a cat, have you not,—a fine, upstanding gentlemanly cat? Name is Augustus, perhaps?

H: No, his name is Incinerator. Takes any food in any form.

C: Ah, yes. Well, now picture yourself in your non-electric home.

The clock has just struck two, daylight saving time. It is one o'clock in heaven and Pittsburgh. You are asleep. Your wife is asleep. Incinerator is asleep. The whole world is asleep.

But no! From far down the block there comes a faint, tremulous wail. Can it be a child in trouble? Or a panther? Or a pair of panthers, looking for their little knickerbocker?

Nearer and nearer draws the sound. You recognize it now. It is the voice of Euphemia, the black cat that belongs to the Davidsons, with the white tail. Here she is, out all by herself in the great moonlit world, with three hours to kill before sunrise. Euphemia is lonesome.

Incinerator has heard her. With a thump he hops from his favorite cushion in the living room. He canters to the door. It is closed. And Incinerator pours his soul into his larynx and demands that you rise and let him out into Euphemia's moonlit world.

You reach for the light switch that should be next your bed. Darn! You'd forgotten your home was non-electric. What you need is a match to light the gas. On the dresser.

You start for it. Your left shin hits the rocker of that big chair. You step back in anger and anguish. You put your right foot forward and step on top of the other rocker. The back of the chair plunks you in your midsection. At last you get those matches. They won't scratch the way you usually ignite matches. If this is to go on you'll have to get yourself some sandpaper pajamas.

Finally you get below and usher Incinerator outward. You return to bed, turning out gas jets behind you and nursing your bruised shin, your banged foot and your embattled midsection. You decide that good wiring—which includes the intelligent placing of lighting switches—is essential to your home.

H: Essential, yes. But \$450 is a glorious price to pay for a few feet of wire and a handful of switches.

C: But you're not going into the electric supply business. You're buying *electric service*. Once you've bought it you're going to have it to use for twenty or thirty years.

WAIT just a minute while Mr. Housebuilder lights a cigar.

All right. We resume.

H: You think (*Puff, puff*) you

think the architect's plans are pretty good (*puff, puff*) electrically?

C: Better than the average. But—

H: Yeah, but! What else do you think we'll need in order to lighten the labor of putting the cat out?

C: Well, for complete electric service you'll need more convenience outlets. Several of them.

H: Shoot! Get it off your chest.

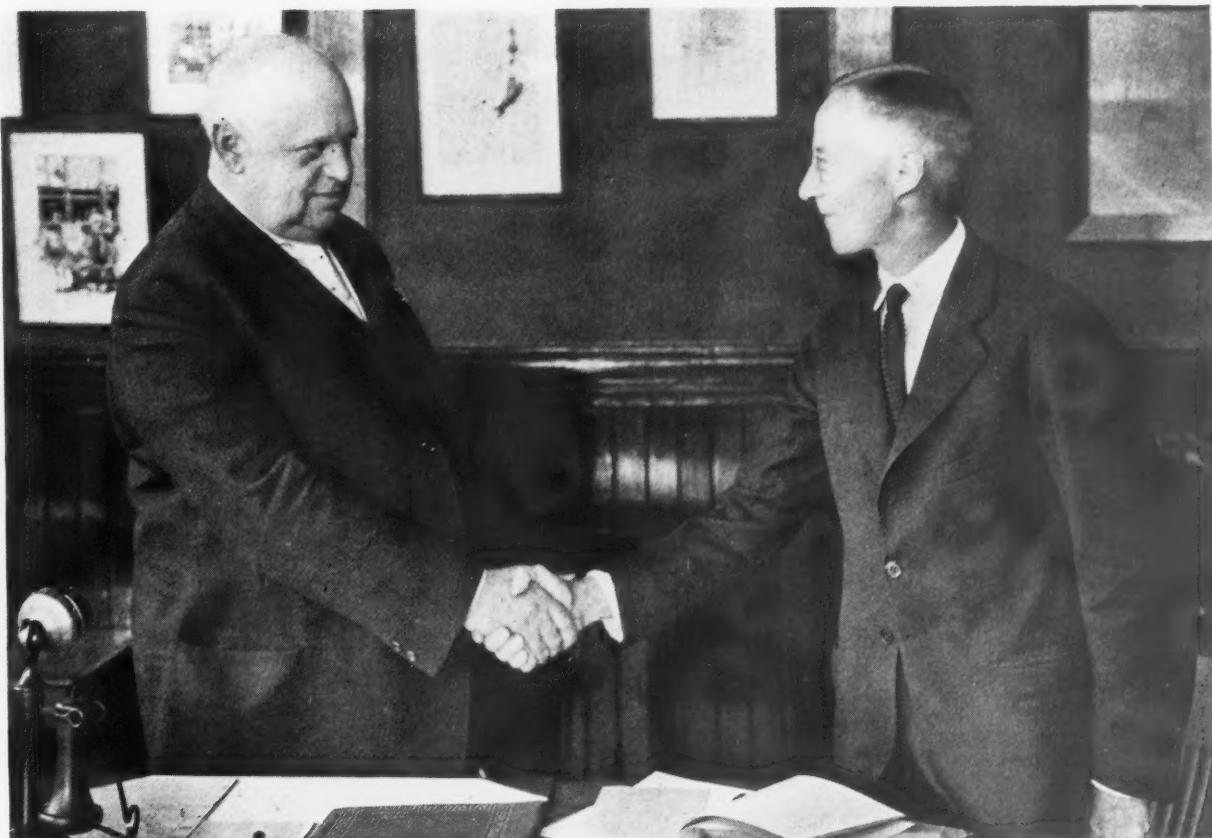
C: Every room ought to have enough baseboard outlets to take care of floor lamps and the use of vacuum cleaner. Your dining room needs several to get your electric cooking things hooked up without making the table look like the kid's radio set after he's doped out a new wiring diagram.

H: What's the matter with connecting our percolator and toaster to the chandelier?

C: Nothing at all except that the chandelier is intended for lights. You might have a mahogany step-ladder built right into your dining room.

H: What for?

C: To climb up on when you screw your percolator plug into the chandelier socket. And why don't you have pink ribbons on all your light bulbs? Then, when you take the bulbs out



"Quality Electrical Work! That's the viewpoint you're buying when you buy my services."

of the chandelier to screw in your toaster and waffle iron, the bulbs can hang down by the ribbons. Put a fan in the right place and the breeze will make the bulbs tinkle together delightfully.

H: Hmm. Well, say we do put in these extra outlets in the dining room. What'll we need an extra one in the bathroom for?

C: Ever step out of a cold shower on a bright winter morning, right into a cold bathroom?

H: Nope. Keep my bathroom warm. That's what the furnace man is robbing me for.

C: Seems to me I read something about a coal strike, somewhere.

H: Oh! So that outlet's for an electric heater, huh? All right. Go on.

C: Ever think of reading the paper out on that screened-in porch of yours?

H: Might.

C: With a couple of outlets you could have a portable lamp out there when you wanted it, and a fan too. And your wife could execute a complete tea fest there with her electric tea wagon.

H: No doubt. Well, how much will all these extra watt-holes cost me to install?

C: Around \$110.

PARDON Mr. H. just a moment. He is reaching for a pencil. Ah! he has it.

H: Zowie; \$560 for the whole electric job. That's terrible!

C: And your house is due to cost around \$10,000?

H: That or about.

C: Why your electric wiring will cost only about 5½ per cent of the total. I'll bet electric convenience is 50 per cent as important to your wife as the house itself!

H: Maybe. Think I'll get some bids on this electric job.

C: That's a good deal like leaving out some of those important outlets.

H: Why?

C: You'll get lower bids, all right. And you can save money now by not putting in the outlets until later. But it will cost you a lot more in the end. If you accept my plan you will get equipment and layout figured for your particular home. On the time and material basis you'll get the best job we can turn out—the kind of job I have done for a couple of dozen of your neighbors. Ask 'em! If the stuff I put in is good and stays good I get the best possible advertising. That's the only kind of rep I can afford. And that's the viewpoint you're buying when you buy my services.

H: All right. You win. Provided—
C: What?

H: That you'll throw in an electric cat ejector free!

The Radiant Ramblings of a Radio Fan

"The melancholy days have come
The saddest of the year"
So sang our friend the poet once—
But now he's wrong, I fear.

The summer's static's over and
The air is clear and bright.
There's always something doing tho',—
I listen every night.

On Saturdays a football game
Will find me full of pep.
Tho' far away from scenes of strife
It seems but just a step.

When winter comes and piles of snow
Are heaped about my door—
On Sunday morn why freeze my toes?
I'll venture out no more.

For in my humble cottage is
A simple wireless set
I'll hear the choir singing and
Perhaps a sermonette.

It has one great advantage if
The sermon fails to suit
I'll cut the preacher off real short
And practice on my flute.

Now after all is said and done
There's just this much about it
Take my advice and get a set
No home's complete without it.

—PETER DEETS.

Brazil's Centennial Exposition in Rio de Janeiro Scene of Spectacular Lighting



The illumination of the buildings and grounds of the Centennial Exposition in Rio de Janeiro during September, embodied some of the most spectacular lighting effects developed by illuminating engineering.

The roof and dome of the Palace of States, the largest building of the Exposition, from which a domed tower rose to a height of 200 feet, was treated with 40,000 Novagem jewels.

Standards supporting four 1,000-watt lamps, shielded by translucent banners of painted canvas, were used for lighting the

façades of the Statistics Building, Industries Palace, the base of the Tower next to Festival Hall, (which is 130 ft. high), and the Gothic structure on Fiscal Isle.

The scintillator, consisting of the combination of systematic drills of white and colored searchlight beams and the production of colored effects on steam and special fireworks, comprised a notable feature of the illumination. A battery of sixteen 30-in. arc searchlights, individually operated and each equipped with a set of five-color screens was located on a breakwater 400

feet distant. Nearer the shore, pits for fireworks mortars were constructed. Special fireworks, electrically fired, were shown. Steam effects in the form of fighting serpents, giant plumes, feathers, pinwheels and fans were sent up by one of the river monitors of the Brazilian navy, anchored near the yacht harbor. The searchlight beams were projected on this steam in constantly changing colors. Streams of water from fire boats and submarine mines, exploded in the bay, were also similarly lighted.





Electrical Merchandising Pictorial

A Monthly Picture Section of Sales Ideas

The Architect Will Listen—

*if you show him
electrical ideas
that will make
a better house
or building
for his client*



BACK of the brusque professional dignity of the architect will invariably be found a most thorough devotion to his client's best interests, and an earnest desire to secure for "the owner" the fullest measure of convenience and satisfaction.

The architect and the electrical industry thus have a great purpose in common. And there is no one who can do more to aid the architect in his aims than can the electrical contractor!

When the architect plans a home or other building, he calls you in to bid.

You look over his plans and you make your price. You win or lose.

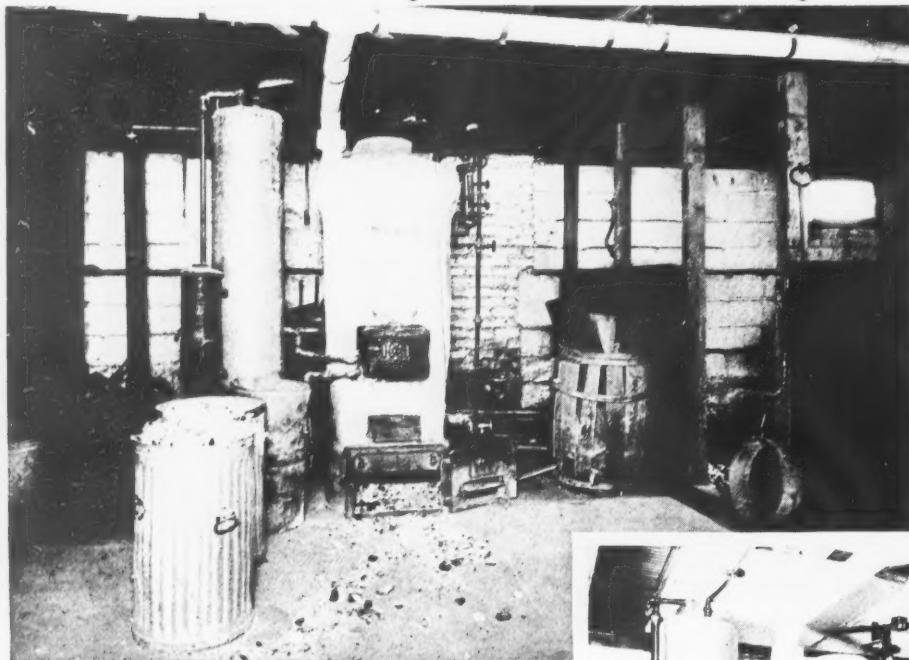
Yet there is no architect worthy of the profession who would not have welcomed a suggested change or addition in wiring or outlets here and there, if the change will better serve his client.

A good idea given the architect may instill confidence in you and so swing the contract your way, despite another's lower bid. Every day people are buying goods, quality being equal, at higher prices than "the lowest bid," because

the seller offered an idea, or a special and better service to go with his wares.

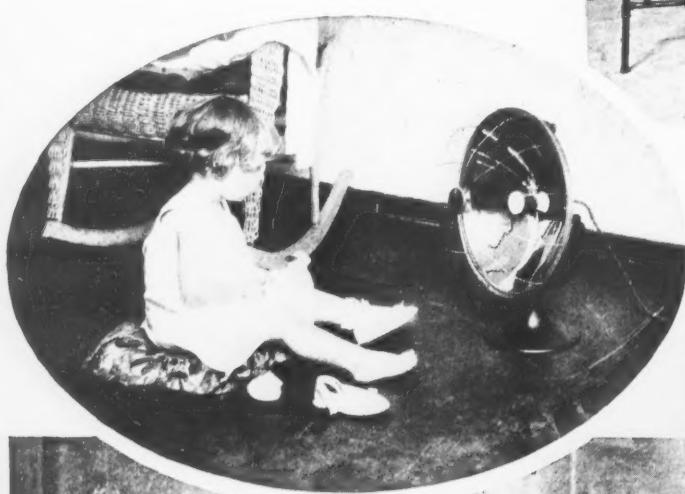
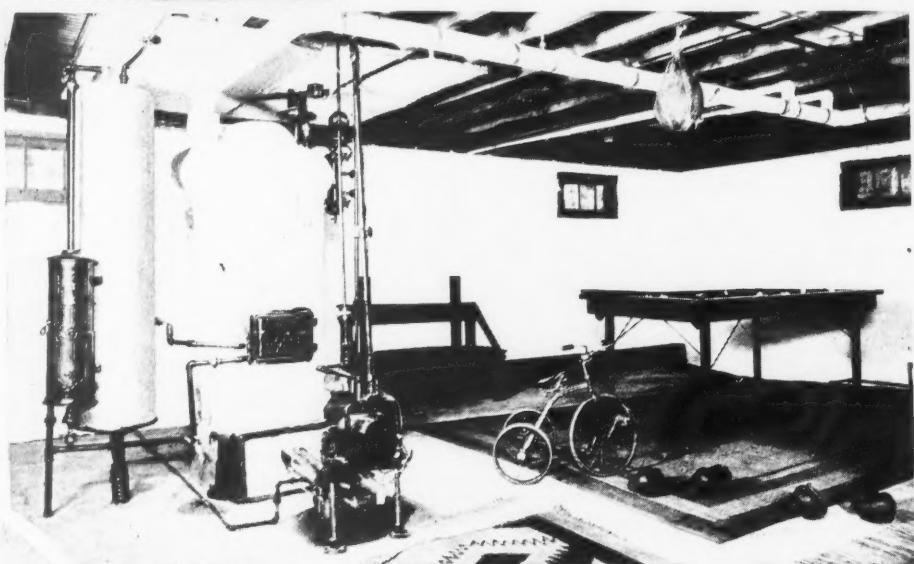
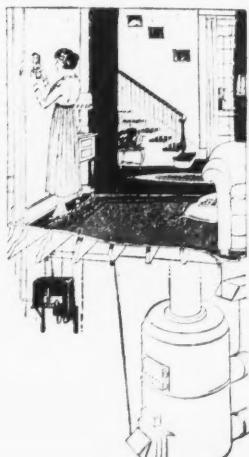
To sell electrical equipment and service, the contractor must study the possibilities of electricity in the home, the store, the factory, and all other kinds of buildings. He must first define in his own mind—and then pass along to architect or owner—his suggestions of how electricity can be utilized for economy, convenience, saving of labor and efficiency, and for its part in making a structure *more valuable and more salable*.

Ten Ways Electricity Can Help Conserve



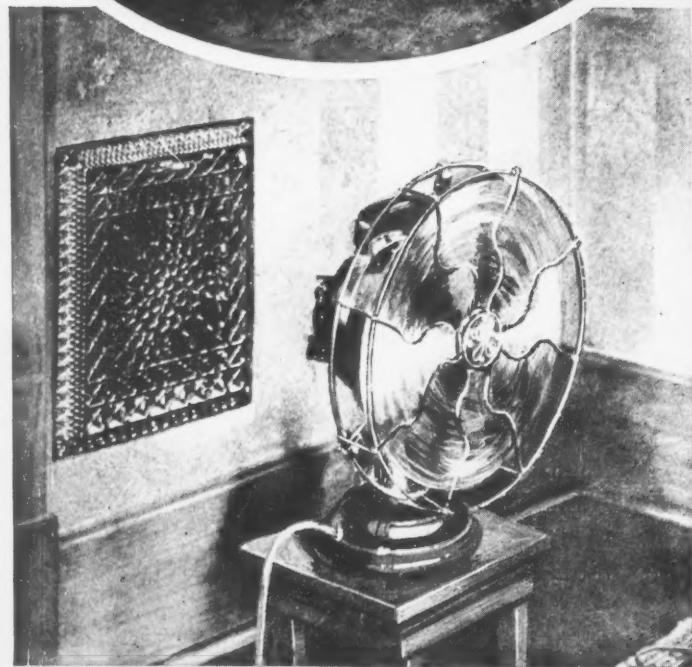
And if you have an ugly, dirty, dusty furnace room like this in your cellar, you may be tempted to do as this owner did and forswear the coal man forever! In the picture at the right is shown the same identical furnace room *after* a dustless, ashless, electric oil-burning outfit (Nokol patents) had been substituted for the former coal grates, the same furnace being used as before. Net gains: One billiard and game room reclaimed from coal storage space; no coal to shovel; no ashes to handle; no dust; no dirt!

First place among the devices which conserve fuel and promote winter living comfort belongs, we think, to the thermostat furnace control (at right). By automatically adjusting the drafts this keeps the house temperature absolutely uniform all day long. At night a minimum coal-saving temperature may be maintained — until the early-morning hour when the clock mechanism shifts the setting to cozy comfort at 70 deg. F.



For the little folks—in nursery or bathroom—there isn't any winter companion like an electric radiator. On days when the house temperature is not everywhere up to the requirements of tiny, lightly-clad bodies, the electric radiator will send a beam of indoor sunshine where needed!

But if you seek only the cheerful glow of a grate fire, electricity will reproduce that also, with the utmost fidelity to color, sparkle and lambent flames. A pin-wheel shade produces the dancing effect of the flames.



(Left.)

Remember—if your hot-air heating system fails to heat the drafty northwest corner, try pumping the hot air through the pipes with electric-fan forced circulation.

the Scanty Coal Supply this Winter

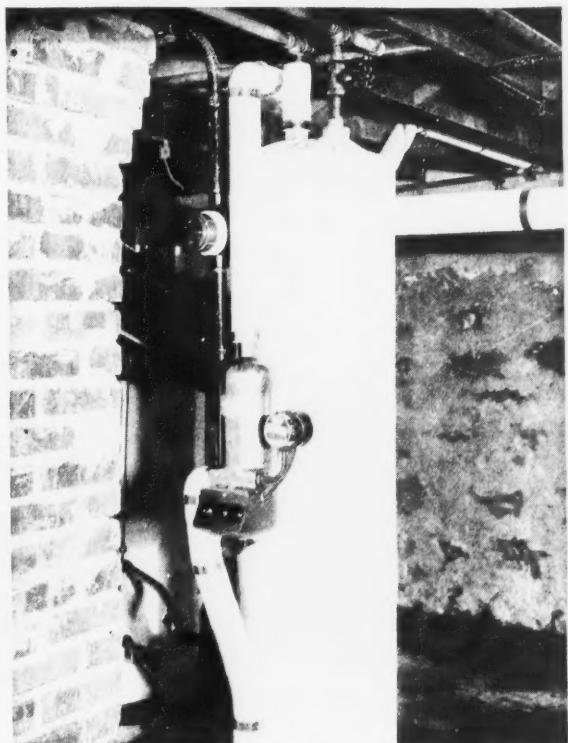


The coal strike is settled and the miners are back at work. But with five to six months' production lost at the mines, it is a safe guess that coal is going to be pretty scarce and hard to get all this coming winter. Every means that can be used to supplement or conserve the scanty fuel supply will therefore be of

the timeliest interest to every householder.

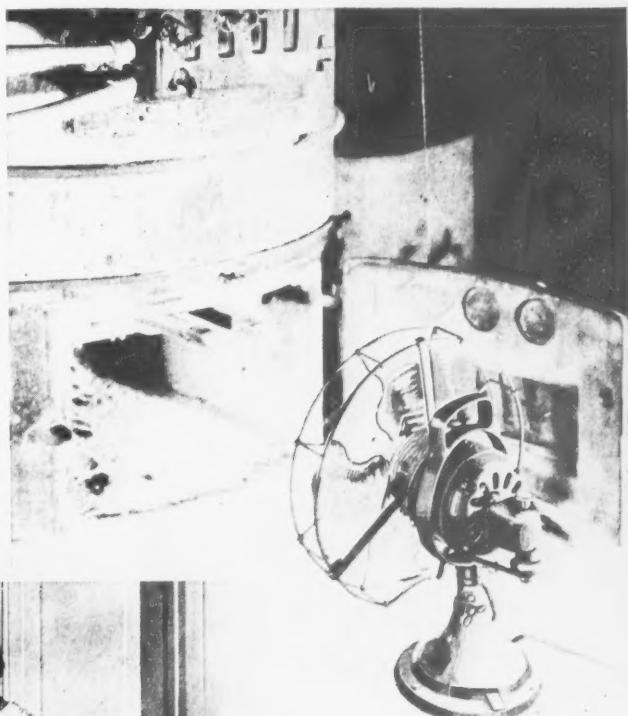
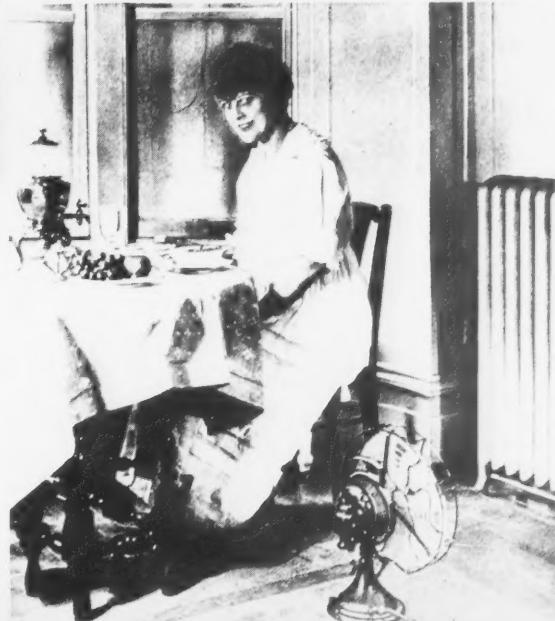
Lucky, indeed, is the apartment house dweller who has electric heat! Built-in electric radiators like the one pictured are now being installed in a number of western cities, and are a great talking point in renting.

Electric table cookery is a coal conservation measure of the first rank, because with electric cookery the heat is applied exactly where needed and the least waste of heat or food is likely.



And there are many places in the West where the problem of heating the household hot-water supply is as simple as clapping this electric resistance unit (with thermostat control) onto the side of the house hot water tank, and then letting the melting of distant mountain snows heat, scalding hot, the water for electrically washing the dishes!

(Right.)
In the average household furnace, 25 per cent of the coal shoveled in drops through the grates and into the ash box, unburned. An electric fan blowing into the draft opening will increase the intensity of combustion, increase the effective heating capacity of the furnace, and reduce the waste of unburned lumps of fuel.



(Left.)
If you'll stop and think a minute you'll see why a fan blowing on a steam radiator will make that radiator deliver more heat. The fan moves the heated air away from the radiator coils, thus cooling the radiator. In turn this causes more steam to rush in to warm up the radiator, and in turn the fan delivers this heat out to the room, thus warming it far above the ordinary thermal process.

Electricity in the World's Finest "Movie"—



George Eastman, of "Kodak" fame, has just completed and presented to his fellow citizens of Rochester, N. Y., a five-million-dollar movie theatre "for the enrichment of the community life." As may be expected, this new Eastman Theatre is not only one of the most beautiful and substantially constructed buildings of the kind in the world, but it is equipped with the very latest and most complete lighting effects and musical appointments.

In fact, the lighting of the building has been one of the features. The entire facade is flood-lit after nightfall, presenting a brilliant spectacle with the rows of lamps on the long marquis.



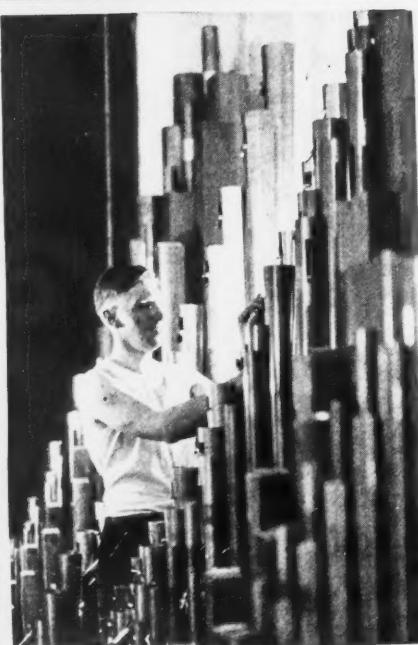
This great central fixture, containing 25 kw. of lamps, lights the main auditorium. During the projection of pictures it becomes an indirect unit, bathing the whole interior in an intensity of 1 to 2 ft. candles.



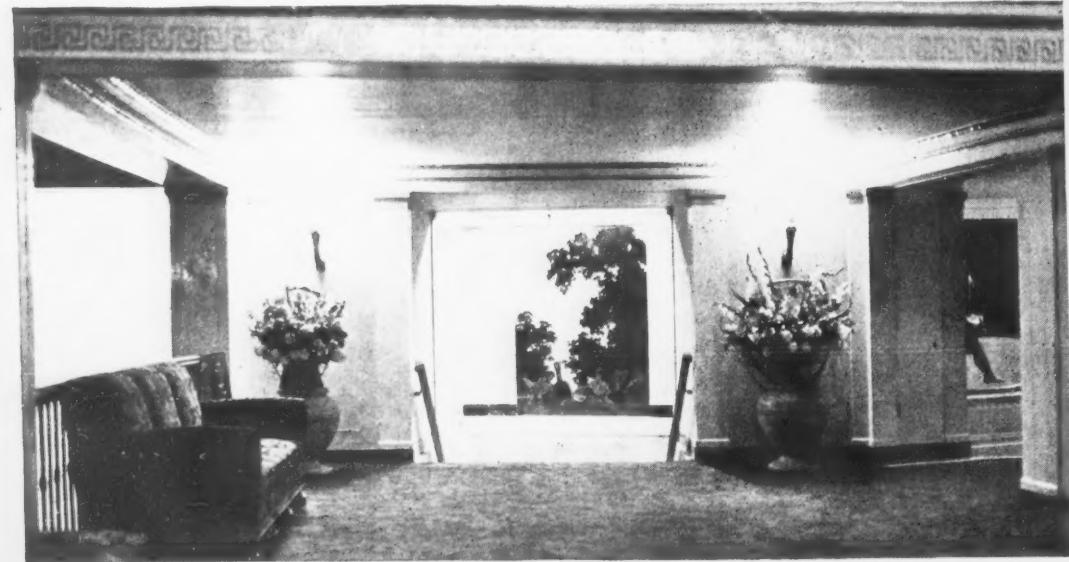
One of the 10,000 separate speaking pipes of the world's largest theatre organ. This great organ has twelve divisions, each larger than the average organ.



The organ console has four keyboards. The whole console is mounted on an elevator and can be depressed out of sight at will, depending upon the requirements of the program.



At the left is shown one of the delicate and beautiful lighting effects achieved in the illumination of the entry corridors and promenades of the new Eastman Theatre.

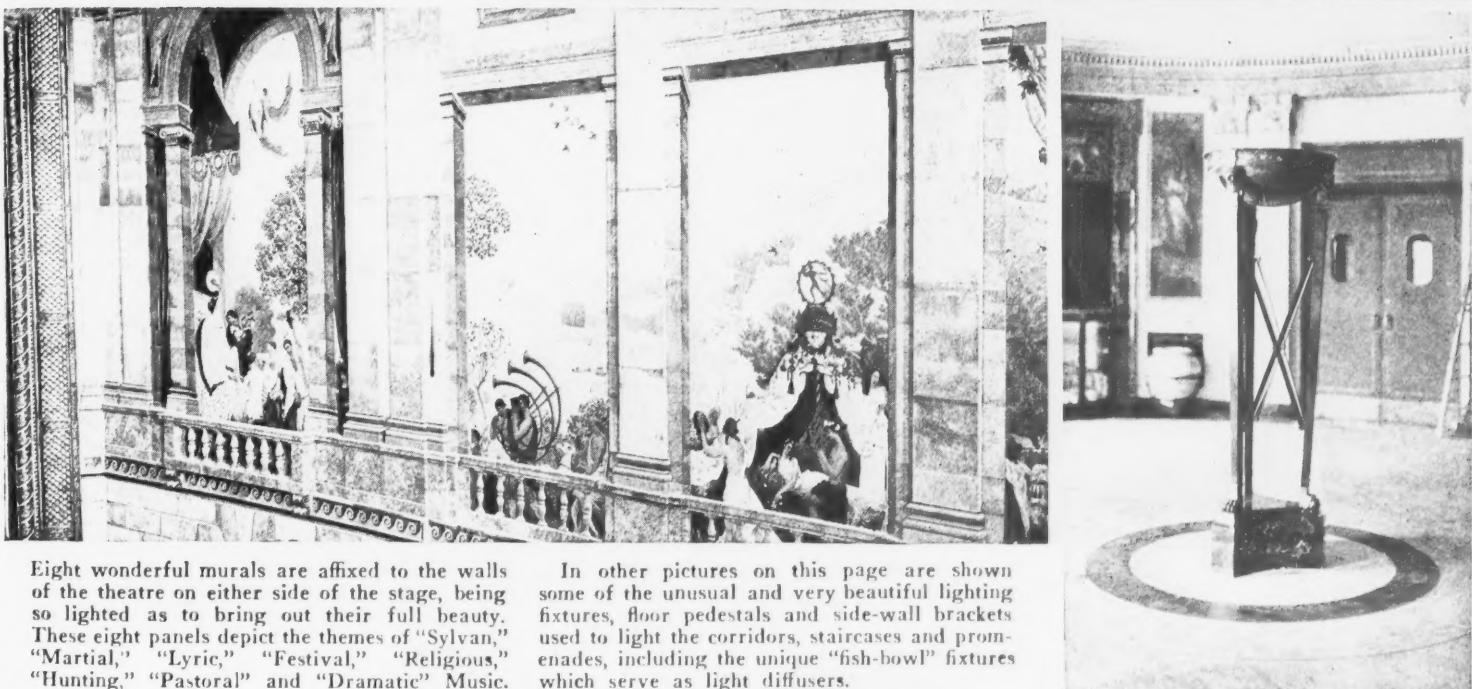


Rochester's New \$5,000,000 Eastman Theatre

The spacious auditorium of the Eastman Theatre is divided into three levels and has a total seating capacity of 3,358, as follows: Ground floor, 1,837; mezzanine gallery, 405; grand balcony, 1,116.

The great electric organ is not only the largest organ in any theatre in the country, but in musical scope, tonal quality and mechanical ingenuity is one of the most complete instruments in the world.

It has four manuals, and in addition, a floating orchestra and string organ. Other divisions of this super instrument are a complete echo organ, including celestial harp and chimes, which is located above the sunburst in the ceiling, swell, great swell, choir, solo and pedal departments.



Eight wonderful murals are affixed to the walls of the theatre on either side of the stage, being so lighted as to bring out their full beauty. These eight panels depict the themes of "Sylvan," "Marital," "Lyric," "Festival," "Religious," "Hunting," "Pastoral" and "Dramatic" Music.

In other pictures on this page are shown some of the unusual and very beautiful lighting fixtures, floor pedestals and side-wall brackets used to light the corridors, staircases and promenades, including the unique "fish-bowl" fixtures which serve as light diffusers.



Here is the radio transmitting room, which is part of the equipment of the Eastman Theatre. By means of this apparatus, the music of the great organ can be broadcasted by radio to listeners for miles around Rochester. These radio concerts will be a feature of the Eastman Theatre's community service.



An Object Lesson in Wiring Completeness



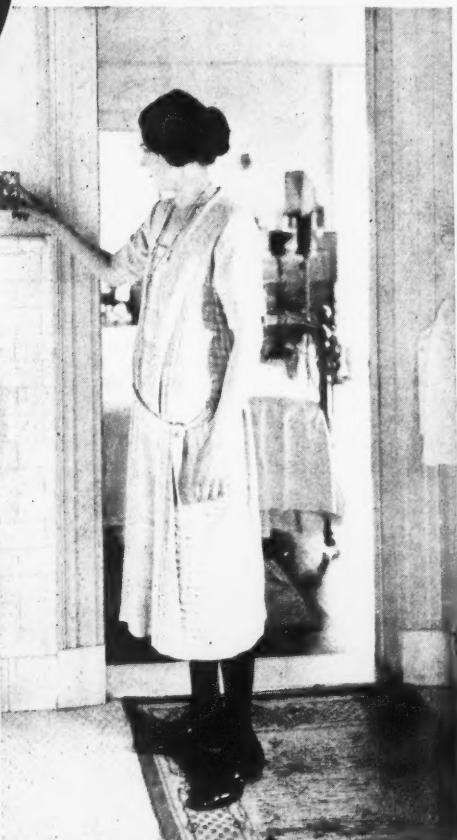
Left—Members of this household do not have to search in the darkness of an unlighted porch to select the front-door key from among the others on their key ring or in their purse, nor do they have to grope to find the keyhole. At the touch of the switch at the left of the door, a ceiling light on the porch, and another in the vestibule, are lighted.



Right—Beyond the living room is a semi-enclosed porch, and provision has been made there for convenience in reading or for serving tea by the installation of several convenience outlets.



Above—Three switches in the reception hall, controlling (1) porch light; (2) light in vestibule; and (3) central illumination in reception hall. Convenience outlets are also handily placed in every sidewall.



One of these switches in the reception hall controls the lights on the rear terrace porch; the other turns on the lights along the path leading to the garage and barns, and the lamps in the garage.

The bathroom lights are conveniently switched on from inside the door. There are also outlets for vibrator, curling iron, violet-ray and other toilet accessories.

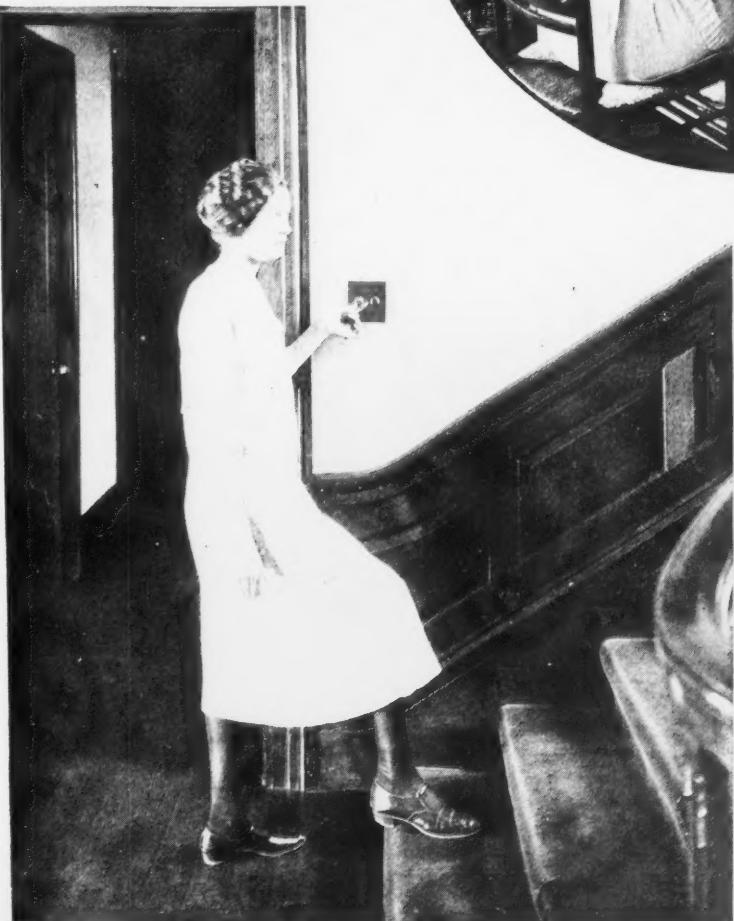
Left—The folding ironing board and ironing outlet in the sewing room.

and Convenience—

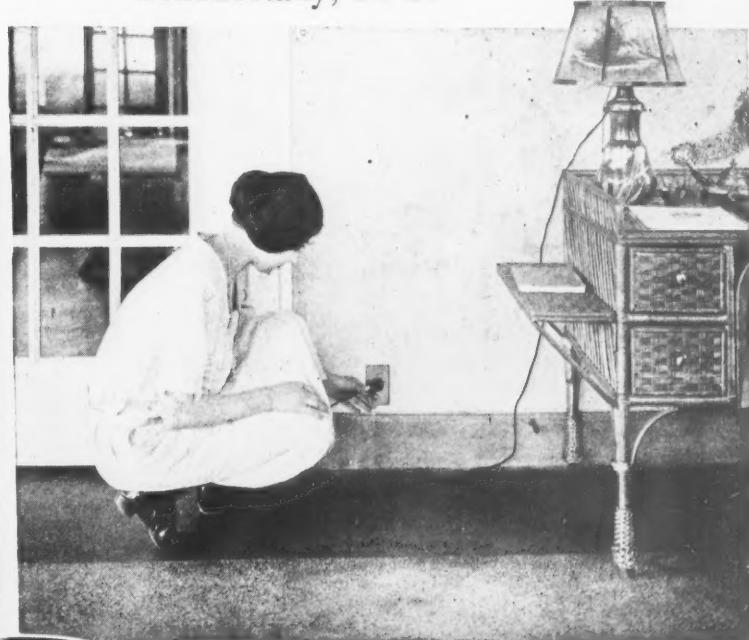
Below—Safety and convenience combined. The first switch controls the sidewall lights in the bedrooms, entered by the door shown. The second turns on the lights in all the halls of the house, independent of any other switches—for use in event of an alarm or emergency. The third lights the lamps under the eaves of the house, and the fourth lights independently, lamps in every room on the first floor.



Below—Two switches at foot of main stairway—the first switch controls light in rear hall; the second turns on lights on second floor and in reception room.



The Home of Charles W. Stone, Schenectady, N. Y.



Above—Attaching a reading lamp in the semi-enclosed porch. This is one of several convenience outlets for attaching fans, reading lamps, coffee percolator, tea samovar, toaster or other electrical incidentals to a tasty porch collation.

The ceiling and sidewall lights in the living room are wired on separate circuits which are controlled from these two switches.



Indeed, as one goes from room to room of this house, he may virtually pass along a path of light, lighting the rooms in advance and cutting off the lights in those behind him by means of the three-way switches used. Only standard fittings were used in the wiring system of this residence. The very evident convenience and utility that characterize it were obtained simply by an intelligent arrangement of the wiring and the thoughtful selection and location of switches. The same results may be obtained in any house, no matter how small or how large.

Could More

100% Profit-100% Cleaner



THE GOOD CLEANER
AMERICA
Over, Under and Thru

(Electrical Merchandising Pictorial, October, 1922.)

Be Offered?

100% Merchandising Plan

Two proven facts place The Good Cleaner, America, in the class of electrical appliances that dealers like to handle.

It picks up the threads. An extensive investigation which we made proves conclusively that this is the thing a woman considers *first* when she buys a Cleaner. That the America's Front Air Arch does this better than any other Cleaner is sufficient proof that you can sell the America where competitors fail.

It gets all the dirt. Four exclusive features of The Good Cleaner, America, make our claim to get all the dirt a proven fact. America's Front Air Arch offers an unobstructed passage-way straight into the bag for threads, ravelings and the like. Its Double Size Mouth permits cleaning to be done in half the time usually taken. The nap is combed and straightened by America's Two-Way Brush which revolves either way. Its patented Baseboard Dust-tunnels draw the dirt sideways from underneath baseboards. Back of these exclusive features is a doubly powerful air suction which gets all the dirt without injuring the rug in any way.

America dealers are making 100% Profit on their investment. This, together with our Liberal Financing Plan and our Cooperative Sales Service, enables the live dealer anywhere to dominate his field and build a larger and more profitable business. Our Sales Service Men can build a permanent America Sales Force in any town large enough to support such an organization. Our booklet, "Selling on Time for Cash," solves the problem of securing volume sales.

It is no idle boast when we say that dealers all over the country have been quick to accept the America Franchise. Keen dealers who are alive to this unusual opportunity for acquiring a bigger and better business will profit by writing for our complete sales plan.

THE WISE-McCLUNG MANUFACTURING COMPANY

500 Eighth Street

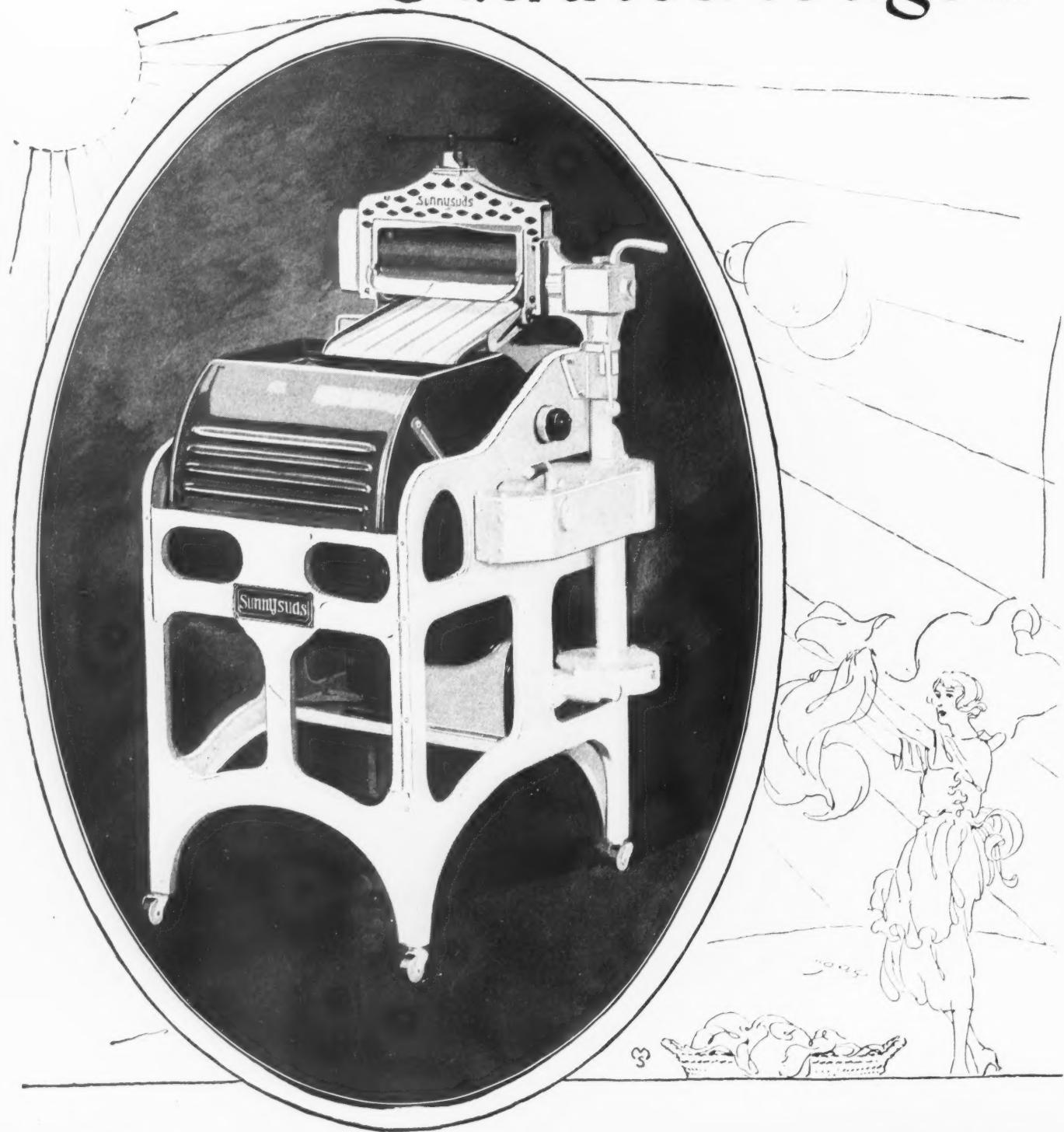
New Philadelphia, Ohio

Export Department: 11 Waverly Place, New York City, N.Y.

THE GOOD CLEANER
AMERICA
Over, Under and Thru

(Electrical Merchandising Pictorial, October, 1922.)

Acknowledged



sunny

(Electrical Merchandising Pictorial, October, 1922.)

the Leader in the Electric Washer Field



As the original moderately priced cabinet electric washer, the Sunnysuds attained in a sensationaly short time, a position of dominance in the electric washer industry.

During our first year, over 20,000 washers were built and sold. In the same time, the number of authorized Sunnysuds dealers passed 1100. Plans that are now in the process of execution provide for even greater sales during the next 12 months.

If you are interested in handling the *most popular*, as well as the *original* moderately priced cabinet electric washer, write for the details of the Sunnysuds franchise. Perhaps your town is one of the localities where there is room for an able, aggressive dealer.

SUNNY LINE APPLIANCES, INC.

Factory:
DETROIT, MICHIGAN

Sales Department:
MANSFIELD, OHIO

Canadian Factory: Kitchener, Ontario
Export Dept. 149 Broadway, New York

(31)



suds

Electric
Washer
& Wringer

A Home Where 55 Different Household Operations Are Done Electrically



A small hand vacuum cleaner for upholstery, stair carpets, etc.



A corner of the all-electric kitchen, showing the dishwasher with its electrically heated faucet. Beyond is the automatic electric range, and at the left is an electric clock.



This victrola was made "all electric" by simply lifting out the old spring-motor mechanism and substituting the up-to-date electric unit. A tiny lamp at the sounding box lights the holder when changing needles.

At right—the home workbench, with electric hand drill, grinder, and test block.



Two versatile kitchen queens!—The mechanical kitchen assistant numbers among its motor-driven accomplishments: Mixing bread, kneading dough, beating eggs, whipping cream, grinding coffee, chopping meat, slicing vegetables, chipping ice, mashing potatoes, mixing mayonnaise and freezing ice-cream.







At a Five-Cent Power Rate, the Operation of this

Complete Home-Electrical Costs Fifty Cents a Day

HOW much does it cost to operate a complete electrical household—that is, a really-lived-in family home in which every possible operation is performed electrically?

The editor of *Electrical Merchandising* has for months had such an electrical home, some additional pictures of which appear opposite. A dozen other photographs of other items of this home electric equipment were published in these pages nearly a year ago when the initial electrical installation was completed (see pages 237-8, November, 1921).

Below is a list of the operations performed electrically in this household of three adults, two children (7 and 3 years old) and one maid:

All cooking, baking, sautéing and boiling
Refrigerating of foods
Making ice for table use
Freezing ices and mousse
Washing dishes
Mixing breads and cakes
Kneading bread
Whipping cream
Slicing vegetables
Chopping meats
Chopping ice
Grinding coffee
Making ice cream
Freezing ice for ice-cream freezer
Beating eggs
Making butter and mayonnaise
Making fondants and candies
Mashing potatoes
Straining purées for soup
Drying vegetables
Percolating coffee
Making toast
Making waffles
Heating water for dish washer
Table grill for cakes
Washing clothes
Ironing (5 hand irons)
Ironing by machine (electrically-heated, motor-driven ironer)
Cleaning floors, rugs and curtains
Cleaning upholstery
Sewing machine, electric
Thermostat control of furnace
Electric hand-drill
Grinding and buffing
Sterilizing jars and jelly glasses
Electric clocks (synchronous type)
Heating pads
Hair drier (drying hair and brushes)
Vibrator
Water heater, immersion
Electric victrola
House telephones
Bell-ringing transformer and bells
Lighting gas heater by electricity
Nursery toys—toy washing machine, toy range, toy iron
Making grape juice, et cetera

Two-hundred-watt lighting units are installed in the laundry over the

washing machine, the ironer, and the ironing board; the dining-room has a 200-watt amber-tint unit; and there are 100-watt units in entry hall, kitchen, etc.

Convenience outlets are numerous, and those in kitchen and halls are placed waist-high or knee-high, to avoid uncomfortable bending in connecting up appliances, vacuum-cleaner, etc. In the kitchen alone there are twenty-two outlets or places to use electricity.

Every Fuse Is Labeled With Proper Size of Replacement

The dining-room table is wired, two pendant cord-connectors (one on either side of the hostess' position) affording easy connections for percolator, waffle iron, grill and toaster.

Each major appliance (including dining room table) has a separate branch circuit, properly labeled with correct size of fuse to be used. The panel box is of the enclosed "dead front" variety, from which no possible shock can be obtained in replacing a fuse. Both the power and lighting main switches are of the safety enclosed type with no exposed contacts. The meters are placed in a special weatherproof box on the outside wall, so that the meters can be read through a glassed slot without the meter-reader disturbing the household or entering.

All pull chains and switch plates

are fitted with radium locator beads or buttons. All pull-chain sockets near plumbing or pipes have insulating joints.

All signal circuits, including door bells, house telephones, etc., are brought to a central interconnecting panel, so that any changes of connections can be made easily and quickly. If for example the women folk are all in the sewing room on the top floor, the doorbells can be arranged to ring there. Bedside telephone connections (as well as electricity outlets) are also great comforts during illness.

"Your Electric Bills Must Be Frightful"—They Ask

"But what does it cost to operate all these appliances? Electric conveniences are nice, but your electric bills must be frightful"—that is the comment of nearly every visitor who inspects the foregoing electrical equipment.

In all there are fifty-five different household operations performed by electricity in this home. No particular effort has been made for strict economy or the saving of electricity—in fact it is probable that rigorous care would reduce the present electricity consumption by 25 per cent. The operation of the major appliances is handled by the very intelligent colored maid pictured, who takes good care of the devices. She has indeed taught herself to make minor electrical repairs, such as replacing fuses, fixing cords, putting on plugs, etc.

Boy Would Charge 50 Cents a Day to Tend Furnace

From the central-station company serving this section of Bronxville, N. Y., electricity for power and heating use is purchased at 5 cents per kilowatt hour. Electricity for lighting costs 12 cents per kilowatt hour, and the lighting bills run \$4 to \$6 a month.

The power consumption has averaged 320 kw-hr. per month or about 10 kw-hr. per day—a cost of 50

There Are Fifty-five Different Applications of Electricity, Besides Lighting, in This Home!

Every possible household operation—in all, fifty-five different services—are performed by electricity in the Editor's own home at Bronxville, N. Y., at a daily cost approximating that of the ice and gas saved but with incomparably greater convenience, comfort, labor-saving, and cleanliness.

cents per day. This includes the furnace boy to come in for a few minutes morning and evening to shake down the furnace and throw on a few shovelfuls of coal. Or compare it with the operating cost of an automobile. The average medium-priced family car doing 5,000 miles a year, costs \$400 to \$500 a year for gasoline, oil, tires and incidental repairs. Such a car therefore averages a cost of \$1.10 to \$1.37 a day, to operate, compared with 50 cents a day for operating an electrical home. It is the same as the cost of hiring a

At lower power rates for electricity, this operating cost would be correspondingly decreased and at four cents or two cents (as charged in many places) the cost of such an all-electrical home would be forty cents, thirty cents or even twenty cents a day for electricity.

But even at a 5-cent rate, for a medium-sized family the cost of operating a complete home electric, is from first hand experience *only fifty cents a day.*

Prize Winners in "Electrical Merchandising's" Summer Sales Contest

THE June issue of *Electrical Merchandising* announced \$500 in prizes for the best seven summer sales campaigns, large or small, planned and carried out during the months of July and August, 1922. The closing date for contestants to mail in their reports of their campaigns was September 10.

Entries poured in upon us from all parts of the United States—from electrical merchandising shops, electrical specialty stores, dealers,

contractors, electragists, and electric-lighting company sales managers and commercial departments. With the large number of contestants taking part, the editors of *Electrical Merchandising* were confronted with a problem in sifting the scores of excellent, ingenious and successful campaigns down to the requisite number of prize winners. That task is now completed and the seven prize winners are here announced.

First Prize: \$250

T. F. DREW

New Business Manager, Carolina Power & Light Company,
Raleigh, N. C.

Second Prize: \$100

MAXWELL COLEMAN,

Sales Manager, Coleman Electric Company,
121 North Seventh Street, Allentown, Pa.

Third Prize: \$50

MRS. J. W. HEATON,

Texas Power & Light Company,
Stephenville, Texas

Fourth Prize: \$25

E. B. BALL,

Commercial Manager, Western Light & Power Company,
Boulder, Colo.

Fifth Prize: \$25

T. A. HENDERSON,

Manager, City Electric Company,
206 Princess Street, Wilmington, N. C.

Sixth Prize: \$25

W. B. McSPADDEN,

New Business Manager, City Light & Water Company,
516 Taylor Street, Amarillo, Texas

Seventh Prize: \$25

S. C. DOWLING,

United Appliance Company,
306-308 West Main Street, Owosso, Mich.



In addition to the \$500 in prizes offered by *Electrical Merchandising*, the Westinghouse Electric & Manufacturing Company had offered to pay an equal amount in cash to any prize winner making his record with Westinghouse products. As a result, the winner of the first prize, (whose winning entry is reproduced opposite) will receive a total of \$500. The fourth and seventh prize winners also come in for \$25 of Westinghouse money.

H. L. Doherty & Company and Hodenpyl, Hardy & Company also offered to duplicate any of *Electrical Merchandising's* prize money awarded to sales crews from their respective properties. This means, therefore, another \$25 of Doherty money to the fourth-prize winner, making \$75 for him. The sixth-prize man also gets \$25 from the Doherty company. And the seventh prize will be tripled, in all, with \$25 of Hodenpyl-Hardy money.

The \$500 Prize-Winning Entry

Carolina Power & Light Company Smashes Own Summer Bogey with Sale of 215 Ranges. How Energetic Merchandising Overcame Hot-Weather Obstacles

By T. F. DREW

New Business Manager, Carolina Power and Light Company, Raleigh, N. C.

THE first thing to catch our eye in the June issue of *Electrical Merchandising* was the prize offer on pages 76 and 77. Immediately on reading this offer we got our heads together and planned what later proved to be the most successful and enthusiastic sales campaign ever conducted by this company.

We struck our first snag, however, in selecting a suitable campaign item. Every electric appliance manufactured was given careful consideration and after a week's delay we finally settled on the Westinghouse electric range. We selected the range for several reasons; (1) it showed a good merchandise profit, (2) it ran quickly into volume, and (3) it greatly increased our kilowatt-hour consumption per resident customer.

The Problem We Started out to Solve

After selecting the range, we planned the following campaign:

It was our purpose to prove that an electric range is not necessarily a seasonal article, but that when properly pushed it can be successfully merchan-

dised even in the later months of summer. The summer *valley* in our sales chart has always proved a problem, but we have now learned that a summer sales *peak* can instead be placed there through a hard and co-operative summer sales effort.

After selecting the article to be merchandised we had a round-table discussion, in which were included two Westinghouse representatives. The campaign was thoroughly discussed, a quota was set, prizes were arranged, and demonstrations and advertising were planned.

Six aggressive sales weeks were decided on. The campaign was to begin on July 24 and extend to and through September 2. Demonstrations were to be given daily by Miss Emma A. Purdy, a quota of 200 ranges was set, and the 3-19B Westinghouse range selling for \$220 installed, was to be the real campaign feature. Our range advertising was planned to attract the attention of everyone.

Three weeks before the actual date of the campaign hundreds of circulars were distributed during the darkest



Handbills bearing this glaring red heart, 6 inches across, were distributed during the night to launch the mystery. During the next night similar placards were tacked to trees, poles, and fences. Blotters carrying the same legend were mysteriously distributed among banks, post offices, hotels, offices and other places to reach the husbands directly. The newspapers and movie slides carried the same mysterious legend, and finally post cards carrying only the above cryptic question were mailed to every customer's home.

hours of the night. These circulars were white with a large red heart containing the words "Do you love her?" imprinted on them. Cards bearing the same words were tacked on fences, poles, trees, and every place possible. Blotters bearing the same imprint were placed in all public places, such as banks, hotels, city hall, courthouse, large offices, etc. A movie slide with the same heart appeared for weeks at all theaters, heart cuts appeared at various places in all the newspapers, and finally a postcard bearing only the heart with the mysterious imprint was sent to all prospects.

Newspaper Ads, Movie Slides, and Mailing Cards

All of this advertising was distributed during the night and always and everywhere in a mysterious manner. This method of distribution was used in order to make it impossible to trace the distributor. "Do you love her?" advertising ran for three weeks before the actual date of the campaign and created a lot of comment. The expression "Do you love her?" became a by-word throughout our communities. Everybody seemed puzzled and interested. Many drivers of automobiles stole the cards and pasted them on their wind shields. As a joke some one mailed a large "Do you love her?" card to a new bridegroom. An old bachelor who had been courting his lady fair for several years was also a recipient of a card sent by some practical jokester. Everything was in readiness on Friday, July 21, when we gave the story away. Everybody had been waiting and our message ran throughout the town.

In giving the mystery away, news-

A 42-PIECE HANDSOME DINNER SET GIVEN FREE WITH EVERY RANGE

SEE THIS WEEK'S SATURDAY EVENING POST PAGE 54

TEN DOLLARS DOWN PUTS A RANGE INTO YOUR HOME

SEE DISPLAY IN OUR SHOW WINDOWS

If You Love Her, Now Is The Time To Prove It.

Install a new range in your home and make her cooking hours a pleasure.

The range is a Westinghouse. Cook tea or coffee or you can drop in a permanent. Ten dollars in your permanent.

DO YOU LOVE HER? MYSTERY SOLVED BY C. P. AND L. CO.

Superintendent Isley Can Tell Whether You Do Or Not Monday.

OFFERING RANGE FOR LOW PRICE ON TERMS.

Cheap Power, Automatic Stove, Dinner Set, Comfort—All in One. Act quick. This offer is too unusual to be permanent.

YADKIN POWER COMPANY

The above ad, with special movie slides, post cards, window displays, banners on all company trucks and special letters gave away the mystery. The insert shows one

of the large frontpage newspaper "write-ups" which appeared in the reading columns the same day indicating the popular interest in the "mystery."

paper advertising was used, special slides were used at the movies and a card with the heart was sent all prospects, calling their attention to newspaper ads and a special Westinghouse range ad appearing in the current *Saturday Evening Post*. Windows were trimmed and large streamers were placed on windows. Two letters containing handsome range leaflets followed the cards at later intervals. This advertising assured us that every prospect in each of our towns was informed of our special sale of ranges. It proved unique, and large front-page stories were given the sale in all newspapers.

Demonstrations were planned and questionnaire cards were distributed among those present. A beautiful 42-piece dinner set was given free with every range. Letters announcing this to prospects carried little leaflets of the dishes in colors.

Invitations were mailed out, and window cards and handbills were also used to announce date and time of demonstration.

Creating Enthusiasm Among the Salesmen

The advertising having been prepared, it was then necessary to keep the enthusiasm running throughout the sales force. A quota of 200 ranges was fixed. I might say that this is the most ambitious quota ever set by this company as our special range sales in the good old days of several years ago never exceeded the one hundred mark.

The quota was a high one and we fully realized the work and co-operation necessary to put it over.

Each salesman was given a quota. These quotas were checked daily by a large graphic chart which hung in our office. The purpose of the chart was to keep the red line representing sales ahead of the green line representing quota. Whenever the red line fell behind a notice or sales letter was sent the salesmen advising them of the fact.

Without enthusiasm and co-operation, it is practically impossible to do anything in a real big way. We knew this and planned our campaign so as to keep up the sales morale. Prizes were offered as follows:

First prize \$100 or a free ten-day trip to Pittsburgh, Pa., and Mansfield, Ohio, to visit the range factory and study manufacture.

Second prize \$50. Quota prize \$25, and \$25 split five ways to the first five salesmen selling five ranges.

A "Salesometer" or sales letter was planned and issued at intervals during the campaign, advising all contestants of standings and giving sales information and help.

A slogan card for the campaign was printed bearing the words "We Never Fail." All salesmen were asked to place this card before their desks and to make up their mind each morning to put us over.

When a salesman reached the point where he was gradually falling behind his individual quota, a card was mailed him upon which the following was printed: "This is your day to get a range. Go out and get it." These cards were mailed whenever necessary. Besides the prizes a "Certificate of Honor" was given all salesmen and superintendents making their quota.

Salesometers or sales letters were issued regularly, keeping the salesmen posted and supplying all campaign information. Through this and the other means mentioned above, we were successful in creating an enthusiasm that kept the boys fighting and continually on their toes. When a man won a prize or made his quota he invariably wired us announcing such news. Our object was to sell 200 electric ranges during an aggressive six weeks' sale. All

ranges were sold at manufacturers list price. This campaign had to show a real merchandise profit, therefore it was not a "cutthroat" proposition. The only inducement made was the offer of a 42-piece dinner set with every range. These sets cost us only \$4.75 each and the manufacturer of dishes supplied us with colored leaflets of dishes to be used in advertising offer. This plan met with real success and proved to be one of the best premiums ever offered by us.

We were successful in selling 215 ranges or 107½ per cent of quota, piling our merchandise sales on ranges alone during campaign up to \$35,400. Ranges were sold as follows:

Westinghouse full automatic 3-19B at \$220 installed.

Westinghouse half automatic 2-19B at \$160 installed.

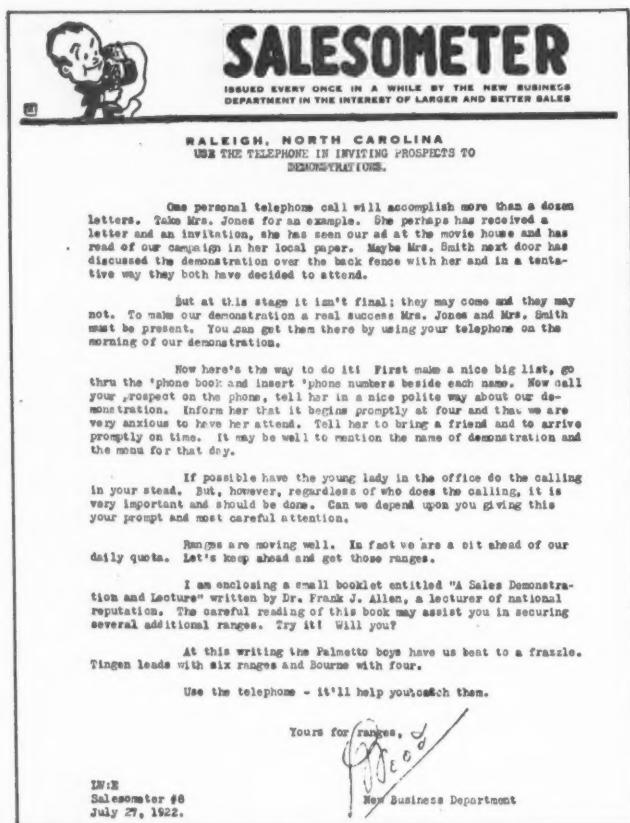
Westinghouse No. 515 automatic at \$85 installed.

Selling ranges at the above prices gave us a handsome merchandise profit. Advertising, including demonstrations, cost less than \$5 per range. This cost ran low because we used direct mail, window displays and advertising as outlined above. Very little newspaper advertising was used as the cost proved too high for the number of customers reached.

The campaign was conducted in seventeen small Carolina towns, having a total number of 13,500 residential customers. The only town of any size was Raleigh and as our company owns the gas lines here, we were barred from the advertising of ranges or the solicitation of this business. We, however, were permitted to sell on extreme limits of city where gas mains will not reach for one year or more. Twelve of these towns are in the heart of the boll-weevil-infested districts and two others are strictly railroad towns where strikers were out. Three of our best salesmen also took their vacations during this campaign.

What We Learned from the Campaign

We learned that an aggressive sales campaign well planned will produce results even in the dullest of seasons. We learned that enthusiasm and co-operation are necessary to put over any big thing. We found prospects for ranges where we never thought they were before. We found sales letters a big means in keeping the sales morale high and in creating enthusiasm. We found that direct mail produces better results in small towns than advertising in newspapers. We found that cash prizes are a real incentive when backed by peppy sales letters to keep the salesmen up on their toes. We found that ranges could be sold in August as well as in the month of May. We found last but not least that a summer campaign when planned along the proper lines takes the summer valley out of the sales chart and places a summer peak there instead.



This "Salesometer" or sales-letter was issued at intervals during the campaign, keeping the salesmen posted on developments and maintaining a fighting enthusiasm on the part of every man.

"Better Homes Week"—Oct. 9 to 14

Extending the "Home Electrical" Idea, Model Homes Will Be Exhibited in Hundreds of Communities this Month by Local Women's Organizations

WITH the endorsement of President Harding, Secretary Hoover, Secretary Wallace, Secretary Davis, Vice-president Coolidge, and the Governors of thirty states, a call has gone out to American communities to devote the week of October 9 to 14, to demonstrating the advantage of building homes and *better homes*.

The Plan Book issued by the national advisory council of the Better Homes movement, 223 Spring Street, New York City, suggests that in each community an attractive home be furnished and thrown open to the local public during Better Homes Week, through the co-operation of local real-estate interests, furniture dealers, and equipment contractors,—much in the same way that Home Electric exhibits have already been put on in similar communities.

In these Better Homes exhibit houses, the organization and operation of the exhibits themselves will be in charge of local women's committees or clubs, and the displays will be generally educational in character, demonstrating the most approved practice in home construction, home furnishing and decoration, and home equipment,—without advertising individual trade interests.

Five Hundred Exhibition Homes Ready

Already more than 500 communities, scattered over every state in the union, have signified their intention to have these Better Homes exhibits this month. Committees are being formed in other cities and towns, and are also getting ready for exhibition homes.

In each of these communities where there will be a Better Homes exhibit, it is suggested that representatives of the local electrical industry get in touch with the women who are leading the movement, and co-operate with them to the end that the *electrical* equipment of the local Home exhibited shall be reasonably complete and present a really instructive display of the possibilities of electric service.

In fact, from the standpoint of the

electrical industry, these Better Homes exhibits become simply ready-made (if incomplete) "Home Electricals,"—with all the problems of furnishing, decorating, arranging, and exhibiting taken care of in advance by persons well qualified to make attractive exhibits in these respects, while there is left for the electrical men of the community (or the particular electrical man interesting himself in the exhibit), merely the task of insuring a complete electrical layout and equipment. Thus all the advantages of a complete Home Electric exhibit are secured, coupled with the important advantages of model construction and design from other points of view

besides the electrical, and with the community distinction secured by having the Home exhibited under the auspices of the leading women of the town or city.

Every electrical man should therefore make inquiry in his community to learn if a Better Homes exhibit is to be held this month. If so he should at once get into touch with the local leaders of the town's Better Homes exhibit, should learn what provisions are being made for complete electrical equipment; and,—if such arrangements are incomplete or not representative of up-to-date electrical convenience,—should secure the co-operation of the local electric-lighting company, contractors, and dealers, to provide *complete electric service* for the exhibition home. As the Better Homes movement is entirely local in its character, such arrangements will have to be made in each community with fellow-citizens interested in the project.

Amounts of Business Delinquencies Decrease, Credit Association Figures Show

The accompanying figures show the number of delinquent accounts reported through the various district offices of the National Electric Credit Association. While the number of delinquents is slightly increased compared with the preceding month, and with the same month last year, the average amount is less, with the exception of one district. The report therefore indicates a very healthy credit condition.

CENTRAL DIVISION	Number of Delinquent Accounts Reported	Total Amount		Average Amount
		July, 1921.....	August, 1921.....	
	617	\$80,681.69	130.77	
	727	87,643.24	120.55	
	657	101,140.35	153.94	
	773	104,433.30	135.10	
NEW YORK				
	341	67,907.00	199.00	
	395	54,704.00	139.00	
	370	62,758.00	169.00	
	578	79,764.00	138.00	
PHILADELPHIA				
	220	41,116.03	186.89	
	261	23,083.53	88.44	
	246	25,332.55	102.98	
	258	37,013.70	143.46	
NEW ENGLAND				
	80	10,194.64	127.43	
	55	6,779.59	123.46	
	62	11,929.57	192.41	
	63	9,491.30	150.65	
PACIFIC COAST				
	19	3,511.55	184.61	
	13	1,280.71	98.51	
	17	3,271.30	196.54	
	21	3,450.23	154.77	

"A Copper Washer for a Silver Dollar"

One Dollar Down and Five Dollars a Month Were Easy Terms Offered During Campaign Which Sold 1,191 Washing Machines in Thirty Days

By R. M. BLEAK

Superintendent of Lighting and Appliance Sales,
Utah Power & Light Company, Salt Lake City

FITTING into the Family Budget" might well be described as the keynote of this campaign conducted by the Utah Power & Light Company, Salt Lake City, during 30 days last Spring when a total of 1,191 machines were sold.

While a number of elements entered into our activity during that month, I am absolutely certain that the principal factor which enabled us to sell so many machines, was the basis on which they were sold—\$1.00 down and \$5.00 per month.

Of course the \$1.00 down payment was purely an advertising feature and as such, proved quite effective. The difference between a \$1.00 initial payment and a \$5.00 initial payment merely means extending the terms for four fifths of a month and the credit risk is practically no greater on one basis than the other, providing proper check-up is made in advance of delivery. It might be argued that such terms are beyond

all reason and would naturally result in a considerable loss, but this is decidedly contrary to our experience which covers a number of years of selling washing machines on this same basis during special campaigns which we have held.

"A Washline 300 Miles Long"

Selling on such terms, however, does require a thoroughly dependable piece of merchandise backed by proper service and attention on the part of the organization selling the device. During the past several years the particular machine we featured during our March campaign, has proven itself, and the fact that there are thousands of them in use in the territory is a guarantee to the new customers that they must be satisfactory.

We also tried to capitalize on the popularity of this particular machine by playing up in some of our advertising the fact that the Monday washing from these machines in our

territory, would extend for a distance greater than 300 miles.

The slogan we adopted for the drive attracted considerable attention and in many cases, it was used with no explanation as to what it meant, which only increased the interest on the part of the public. This slogan was, "A Copper Washer for a Silver Dollar." All of our publicity matter in some way or other used this slogan.

Following is a sample of the kind of letters sent to residence users, announcing the campaign in washing machines.

This Will Mean More Leisure Hours

Get ready to visit our store March 1—it will have a real significance for you as it does for us. For during that month we will offer the New Improved Automatic washer on the remarkable terms of *one dollar down and five dollars a month*. It will be the biggest month of the year. The appeal is irresistible to every woman who delights

300 miles of washings

NEW IMPROVED Auto-Matic ELECTRIC WASHER

SPECIAL TERMS FOR MARCH ONLY \$1 Down, \$5 a Month

UTAH POWER & LIGHT CO.

a copper washer for a silver dollar!

Special Terms for March Only

\$1 down \$5 a month

The Auto-Matic is the Most Popular Washer

The Auto-Matic has Earned Its Popularity

The NEW Auto-Matic has many special features

Let us deliver your Auto-Matic today

UTAH POWER & LIGHT CO.

LAST CALL Hurry Hurry Hurry

The opportunity is passing to get

The New Improved Auto-Matic

Order Now

UTAH POWER & LIGHT CO.

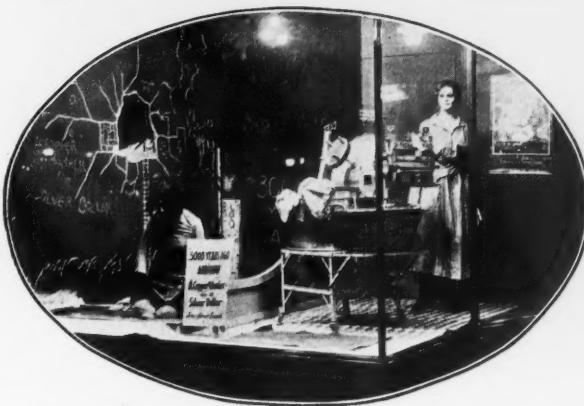
Newspaper advertising was an important feature of the Utah Power and Light Company's "Copper Washer" campaign. Large-space displays were used all during the campaign. The unusual terms offered, "a

dollar down and \$5 a month" were stated prominently in all the ads.

In addition to newspaper advertising, the Utah company resorted to "stunt" publicity during the campaign. Machines were

loaded onto trucks in front of the company's office, the sidewalks were painted with foot prints leading to the office doorway, and some novel window displays were exhibited.

Four Publicity Ideas Which "Put Over" Salt Lake City's Copper Washer Campaign



A "talking sign" helped tell the "copper washer" story to the people of Salt Lake City, supplementing some ingenious window displays. The window in the lower left

corner compared the washing methods of the past with the present; that at the upper right was keyed around the theme that "putting your money in one of these

washing machines is like putting money in the bank," while the lower right window pictured "Another Housewife Made Happy!" through the medium of wax figures.

in snowy white, fresh household linen. You cannot fully appreciate the New Improved Automatic until you have seen it. Then you will agree that it is truly remarkable how such a splendid washer can be built for such a low price.

We cannot tell you here all improvements that have made this wonderful machine a better household device. We will list only a few: (1) Heavy copper tub with ribbed sides and grooved bottom, (2) Ball and socket drive, (3) Enclosed gears, (4) Sturdy construction, (5) Convenient control, (6) Larger wringer.

Read about this interesting test of the machine.

Loaded with six pounds of gunnysacks (weighed dry) and with the wringer clamped tight, both washer and wringer running continuously both night and day—the New Automatic was kept at work 2,059 hours—a usage far greater than the average family will ever require. Then it was stopped for inspection and found in perfect condition—all ready for another test equally severe.

Now it takes about two hours for the average family washing. This test was equivalent to more than 20 years' serv-

ice in the home! And, remember, it was still as good as new. What more could be said about this wonderful washer?

It is not every month that a silver dollar will deliver a copper washer to your home. But during *March only*, this amount will admit you to the vast society of satisfied Automatic users in this territory. May we demonstrate this machine to you during March?

UTAH POWER & LIGHT COMPANY
"Efficient Public Service"

The Value of Setting a Quota Was Demonstrated

The keenest kind of interest was displayed by our entire organization from the general manager down. Everyone talked about the big campaign and this earnest assistance on the part of employees, together with a very intensive campaign of advertising, put the drive over.

We are thoroughly sold to the quota idea—a goal toward which to strive, and in this campaign we set our mark at 1,000 machines and apportioned this amount among our

various divisions. The rivalry was extremely keen and the spirit of contest was no small factor in the final result.

During this drive, in addition to regular publicity, we resorted to "stunt" advertising to attract attention such as loading machines in front of the offices, painting the sidewalk in front of our stores with foot prints leading to the door, making the washers produce action stunts in the windows, etc.

C. W. Muench, Author of "Financing the Radio Department"

The article on "Financing the Radio Department" appearing on page 103 of the September issue of *Electrical Merchandising*, was written by C. W. Muench, sales manager for George Richards & Company, Chicago. Through an error his name was omitted from the article.

“Camp Co-operation” Meeting of Local Leagues

All Sections of the Country Represented at Association Island Gathering, Arranged by the Society for Electrical Development

MORE than one hundred and fifty persons representing local electrical leagues, clubs and other organizations interested in the electrical development of local communities, attended “Camp Co-operation,” the first conference on electrical-league activities, held under the auspices of the Society for Electrical Development, at Association Island, Henderson Harbor, N. Y., Sept. 5, 6 and 7.

Following the flag-raising and opening exercises, with addresses by W. E. Robertson, Robertson-Cataract Electric Company, Buffalo, N. Y.; W. W. Freeman, president of the Society for Electrical Development, and president Union Gas & Electric Company, Cincinnati, Ohio; and F. M. Feiker, vice-president McGraw-Hill Company, New York, and recently assistant to Secretary Herbert Hoover at Washington, the first sessions were given over to brief reports of the activities of local leagues in the various communities having representatives present. These included Cleveland, Pittsburgh, New York, Boston, Philadelphia, San Francisco, Los Angeles, Detroit, Rochester, Syracuse, Brooklyn, Chicago, St. Louis, Cincinnati, Louisville, Newark, Salt Lake City, Dayton, and other cities.

Wednesday evening's session was in charge of the Joint Committee on Business Development of the National Electric Light Association. E. W. Lloyd, chairman of the Joint Committee, presided, and outlined the aims and purposes of the committee's work, and was followed by H. A. Lane, executive manager for the committee, who described what has been accomplished to date. W. E. Robertson told of the plans for a great regional meeting of the electrical interests of Western New York, the last of September, with the power-generating companies, the local distributing companies, the jobbers, and the manufacturers' representatives, all co-operating with the dealers.

Later sessions were given over to a discussion of specific activities of local electrical leagues and clubs. What are the first steps to take in starting a local league; who shall take the initiative; the influence of the local electric-lighting company; starting an Electrical Home exhibit; co-ordinated advertising in local newspapers; essay contests in the public schools; and classes for training retail salesmen, were among the activities reported on in detail from experience in the communities represented.

The Cleveland League will shortly put on its fourth Electric Home exhibit, so widespread has been the interest shown in the first three Homes. A departure in this fourth Home will be the provision of *duplicate appliances* in an exhibit room in the basement of the Home. In the earlier Homes it was found that certain visitors desired to inspect the operation of the appliances carefully and thus delayed the progress of parties through the rooms. In the fourth Home Electric, announcement will be made that duplicates of the larger and principal appliances will be found in the basement room, where with the aid of “cent-hour meters” the use and cost of any appliance may be studied in detail and questions asked of an attendant, without holding up parties who desire to make a more rapid inspection trip.

If you have trouble in getting your local papers to print a picture of your league's Electrical Home, have an aeroplane photograph taken of the Home and let the newspaper men know you have it and they will soon be around, begging for the loan of the picture, pointed out J. H. Van Aernam, president of the Pittsburgh co-operative league. Mr. Van Aernam's associates paid \$10 for such an aeroplane view of Pittsburgh's “Happiness Home,” and with this photograph, were able to obtain thousands of dollars worth of front-page publicity.

How the New York Electrical League has made a really scientific approach to the problem of co-ordinated electrical advertising in the newspapers of New York City, was described by Walter Neumuller, president of the New York body. Not content with its own personal judgment, the board of directors of the New York League authorized the employment of two well-known New York advertising agencies to make separate studies of the problem, and each to submit complete advertising programs, with samples of suggested advertising copy. These plans are now receiving the study of the board, led by the chairman of the committee on co-ordinated publicity, W. T. Dipple. Already commitments have been received for \$290,000 for New York's advertising campaign, said Mr. Neumuller.

The electrical men of California have secured the co-operation of some of the food producers and packers of that state in a unique way, so that now when Mrs. Jones opens her favorite brand of pan-cake flour, she finds

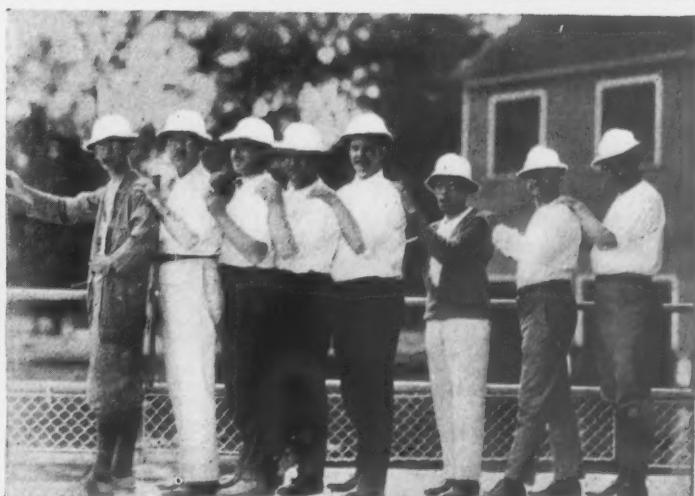
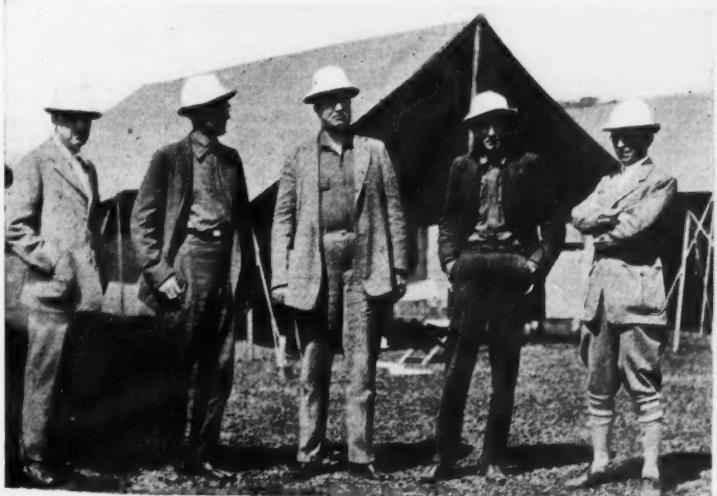
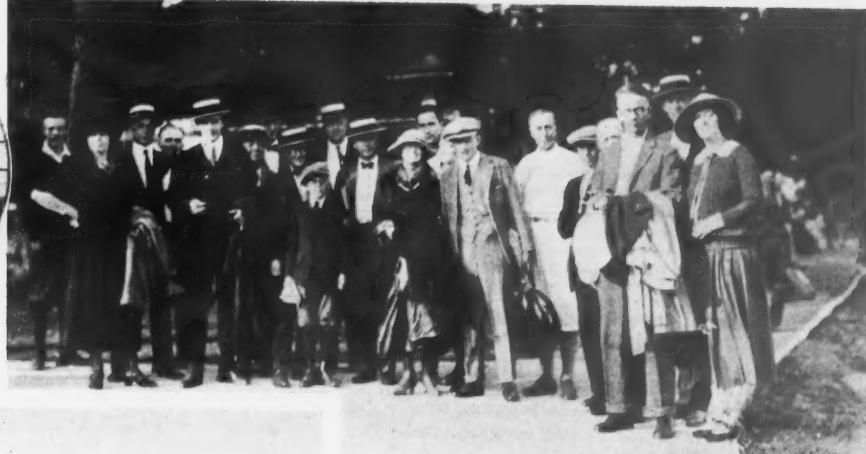
inside, a slip reminding her that “the best to make waffles—the most delicious waffles, is with an electric waffle-iron!” says R. A. Balzari of San Francisco. The same idea has also been extended to the coffee-packers, and in each carton of the better brands of coffee sold around San Francisco, the housewife finds a similar slip singing the praises of *electrically-percolated coffee*, and giving directions for making the best *electric* brew. The Co-operative Campaign supplies the printed slips to the packing concerns. The food people are, of course, glad to have their customers prepare their products electrically, knowing that the goods will get its share of the credit for the better taste imparted by electric cooking.

The service to intending builders, which the office of the St. Louis Electrical Board of Trade renders, has proven not only valuable and useful to the local public in getting its new houses wired electrically complete, but has also helped the electrical co-operative body to hold its contractor members, explained General Spencer, executive secretary of the St. Louis Electrical Board of Trade. Each day the secretary obtains a list of the names and addresses of all persons to whom new building permits have been issued, and to these intending builders there is sent a letter and a wiring diagram showing the electrical equipment which should go into the house. This list and lay-out the owner is invited to look over and compare with his own plans and specifications. Special advice on wiring subjects is also given upon application. K. Fitzpatrick, of Dayton, explained that a similar advisory service is rendered by the Dayton electrical league which finds that such service is much better received and is regarded as being more impartial, when it comes from a co-operative league having nothing to sell, than if it were supplied by an individual contractor-dealer or by the central-station company.

To the title “Room-and-Bath” Fitzpatrick, worn by that distinguished Daytonian during his visit to Association Island and thereafter, hangs a tale. “The Island” is equipped only with tents and restaurant and amusement buildings, but when Mr. Fitzpatrick, a week before the meeting, received his assignment to “Tent 42” he promptly wired back with some irritation, indicating that he didn't like the idea of being shoved off into a tent, wouldn't sleep in a tent, and “wanted a room and bath in the main hotel!” So a “room” was prepared for Mr. Fitzpatrick in one of the barns, a committee headed by a brass-band met him on arrival, and after being conducted to his “room” upstairs over the Island horses' stalls, he was next led down to the dock, where his “bath” awaited him amidst much squawking of frightened ducks. Thus the good-natured Mr. F. got his “room and bath.”



Glimpses of "Camp Co-Operation," Association Island, Sept. 5 to 7



(Electrical Merchandising, October, 1922.)

Some Common-Sense Reforms which Electrical Men Ask of the Underwriters' and Municipal Inspectors—

Eliminate "Verboten" Clauses from Insurance Policies

Eliminate from fire insurance policies clauses that are injurious to the good name of electricity and the electrical industry.

An example of such objectionable clauses is that which appears in policies issued in New York and certain other states. It is here reproduced in full, with its equally objectionable title—just as it appears in the policies.

"New York Standard Clause Forbidding the Use of Electricity

"This entire policy shall be void if electricity is used for light, heat or power in the above described premises, unless written permission is given by this Company hereon.

Misleading Underwriters' Propaganda and Figures

Stop the dissemination of unfair and misleading figures on "electrical fires" by the Underwriters' professional publicity agents and propaganda bureaus.

The Underwriters' propaganda departments are accomplishing much good in educating the public in the dangers and wastes of fires, but in their zeal to forcibly impress the layman with their message, they are disposed to use statistics loosely, and unfairly to electricity.

For example, for the last five-year period analyzed, they announce: "Electricity is found to be the chief cause of fire loss, with a total for the five years of \$84,086,471. There is a greater loss of property due to electrical fires today than to any other known cause, the five-year total amounting to \$84,086,471, or an average of \$16,817,294."

Fortunately the Society for Electrical Development has traced down the fire records on which these statistics are based and finds that though the underwriters had charged 6 per cent of all fires to electricity, the Society's survey, which covered the bulk of the territory from which electric fires could come, showed 2.57 per cent to be electricity's maximum possible share. This figured about one-third as many fires as are caused by the careless use of matches and cigarettes.

A Rational Analysis of "Electrical" Fires

Base reports on "electrical fires" on such classes as

1. Fires due to lightning, static, and outside leakage currents (trolley return, etc.).
2. Fires due to defective installations, improper wiring, sparking of motors, etc.
3. Fires due to misuse of electrical appliances.

Obviously fires due to the first large class of causes are not fires for which electric service can be held accountable. Again, fires of the third class, due to misuse of electrical appliances by the layman, should be carefully distinguished from fires due to defective installation, which alone are directly chargeable to the electrical indus-

Electrical Merchandising in past issues has pointed out how the Underwriters and municipal inspection authorities are holding back the advance of electrical development by imposing unnecessary regulations on installations and disseminating unjust charges against the good name of electricity. Feeling that it will not be sufficient merely to enumerate the shortcomings of the present system, without presenting constructive suggestions for eliminating these troubles, the accompanying definite recommendations are made.

try. An example of misuse of an electrical appliance causing fire, is the case of the housewife who, when ironing, goes off and leaves her electric iron with the current on. If the iron overheats and fire follows, the case exactly parallels that of the man who carelessly throws a lighted match into a wastebasket and walks away.

Electrical Representatives Outnumbered (6 out of 28) on Code Committee of Association

Make the Electrical Committee of the National Fire Protective Association (which compiles the National Electrical Code) really representative of the electrical industry, instead of in the present proportion of only six representatives of electrical bodies out of a committee of twenty-eight, the remainder being professional inspectors, insurance men, municipal electricians, etc., who obviously have a negative point of view on electrical development.

The Code has been described as "the constitution and the fundamental law" of the electrical construction and contracting business. Yet it is formulated by an overwhelming majority of representatives of interests not concerned or interested in promoting electric service, but rather in limiting it. The operation of the Code falls most heavily upon the electrical contractors, but this great group for whom it is the fundamental law of their everyday business, have only a single representative on the Code committee of thirty, and so are obviously hopelessly outnumbered. The Code committee is of course, dominated by the Underwriters interests and its chairman is a representative of the Underwriters Laboratories. Now that the Code has been made an American Engineering Standard, it is to be expected that a more equitably representative committee will be demanded and that the present Electrical Committee of the N. F. P. A. will become a mere "working committee," the approving committee being really representative of the interests of the electrical industry and the public.

Advances in the Art Held Up for Years Awaiting "Approval"

Provide for the practical trial and experience with new developments in the art, and provide to have the Code brought frequently up to date, incorporating such improved practices.

A sub-committee known as the Committee on New Developments has been appointed to investigate and recommend permission for trial of meritorious new devices or methods, but one may, after reading the lengthy statement of requirements laid down by the committee, and the hurdles set up against new appliances and methods, well doubt whether the situation is much improved from what it was before—when a new device or method could not be approved until practical experience had been obtained with it, and could not be installed for experience study until it had been approved! Theoretically, at least, this deadlock is now broken.

Certain electrical groups are however opposed to permitting changes in the Code, as the art advances, feeling that injury may be done to their private interests. As the situation now stands, we have the anomaly that an important new discovery or method of electrical construction cannot be made available for use inside of two to four years—surely an amazing situation in an industry in which new developments are coming overnight as in the electrical field!

Avoid Wasteful Practices

Eliminate waste of material and labor in wiring practices required by the Code.

Every electrical man is familiar with dozens of requirements which wastefully add to the labor of installing and to the expense of the job.

For example, the Code requires the "neutral" wire in a run of conduit to be insulated with the same thickness of rubber insulation as the "outside" wire—yet the neutral wire is grounded solidly onto the conduit and the insulation is therefore of no possible use!

Should Encourage—Not Discourage— Convenience Outlets

Eliminate restrictions of the Code and the attitude of inspectors which tend to discourage the installation of "convenience outlets."

With the present interpretation of the 660-watt rule, only one outlet can be used on a circuit if that outlet is to supply an electric heating appliance. This involves in many cases the requiring of a separate circuit for every such outlet—with a resulting cost so high that the customer usually eliminates the outlet, toilsomely connects his appliance to his lighting fixture, all branches of the industry suffer loss, and a condition of fire hazard is actually set up far worse than that of allowing a limited number of outlets on a circuit.

Repeal "660-Watt Rule" and Depend on Fuse

Eliminate restrictions of the "660-watt rule" (since the use to which an outlet is put can no longer be figured

as 40 watts or any other definite amount),—and depend on the fuse in branch circuits.

With the present wide use of electrical appliances, it is impossible to assume into which outlets 660-watt devices will be plugged. A circuit having 12 outlets may indeed, in the extreme case, be loaded with twelve 660-watt units or 7,920 watts! Why not, then, stop guessing the customer's future uses for his outlets, and depend upon the fuse to safeguard him, adapting fusing methods to that end.

Fifteen-Ampere Branch Circuits— Why Not?

Increase branch circuit rating to fifteen amperes.

The "Safe carrying capacity" of No. 14 wire is, at a most conservative figure, 15 to 20 amperes. Every electrical man knows that No. 14 wire will carry such currents for hours without the slightest conceivable danger from overheating. Already 15-amp. branch fuses are approved in Cleveland and certain other cities. Why not use our electrical equipment up to its safe capacity?

The Contractor's Inspection Troubles and Delays

Eliminate sources of delay and annoyance in inspection of wiring installations.

Every contractor knows the troubles and delays in getting jobs inspected and certificates issued. Inspection departments in most cities are terribly overloaded. Visits of inspectors are delayed, holding up work on new buildings. Final inspections are held up weeks or longer, keeping the contractor's investment tied up and the owner unwarrantably irritated at electric service as a whole. Inspectors are petty in their requirements, and in the rush of their work, can seek out only superficial infractions. Common-sense economies on the part of the contractor are viewed as "violations," and held up to the customer as evidence of poor workmanship. Issuance of certificates is delayed (and sometimes documents are lost) giving the contractor much trouble and holding up his collections for his work.

Credit Merit and Quality of Product and Installations on Craftsmanship

Approve and rate products and installations on the basis of relative merit, instead of reducing all to same level as by present system.

Intrinsic merit or craftsmanship are at no premium in a business where the customer feels he has to rely, at any event, on an outside inspection authority to "pass" the installation or equipment. "One contractor becomes as good as another," and any wiring device or appliance that will "pass" is acceptable. Price alone becomes the consideration, and consequently there is no incentive to quality products. Instead, all products, merchandise and installations are pulled down to a common level—which is the minimum level.

Why Shouldn't Insurance Companies Pay Inspection and Approval Charges?

Since inspection when performed by the Underwriters, is for the purpose of securing insurance—not securing electric service,—why not cease regarding such inspection charge as incidental to electrical construction and place this charge where it properly belongs, as a cost of selling insurance. Defray the cost of inspecting and approving both wiring installations and products out of receipts by insurance companies.

If a man applies for *life* insurance, the insurance company sends around an inspector in the person of its examining physician, and pays his fee itself, charging this to its operating expense as a cost of selling insurance. An exact parallel should follow in the fire insurance field where the electrical inspection fee is often from 10% to 50% of the cost of the electrical job itself. The same reasoning also suggests that the cost of Underwriters Laboratories' approval should be paid for by the under-

writing interests, and not saddled upon the electrical industry. Since statistics show that only 40 per cent of fire insurance premiums are paid out by the underwriters in losses, an ample margin to cover electrical inspections appears available.

More Pay for Inspectors and Officials

A higher scale of compensation for electrical inspectors and inspection officials, comparable with the knowledge and faithfulness requisite to the important work they perform.

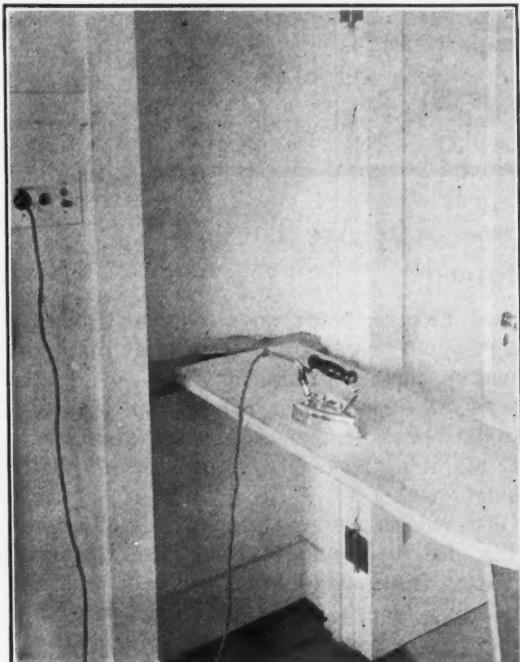
No more responsible positions can be imagined than those of the inspection departments. But for the important work which they have to do they should be better paid. This is a problem with which electrical men should vigorously concern themselves, each in his own community—to help get recognition for electrical inspectors, and to attract into this work the most capable and broadminded men who can be obtained.

Get Inspection Authorities to Promote Use of Electricity

Get Underwriters and municipal inspectors to promote the usefulness and safety of electric service before the general public,—rather than to discourage it.

There are some notable examples of electrical inspection heads who grasp the vision of their responsibilities to their communities and who *actively promote* the use of electric service locally, by co-operation with the local electrical industry. The old-time type of inspector who assumes petty authority, saddles unnecessary expense and annoyance upon customer and contractor, and stands in the way of the customer getting a complete electric installation, has his days numbered. An electrical age is at hand. The public is demanding to be served with electricity, and will brook no interference in getting in a common-sense way the blessings electricity can bestow.

Corners That Caught the Visitor's Eye in Some Recent Electrical Homes



That no ironing closet is complete without provision for an electric iron—including switch, outlet and warning light—was the idea conveyed by this corner of the Home Electric exhibit held recently in Buffalo, New York.



Few, also, are the new houses without a "breakfast alcove" or "dining alcove," and provision for electrical comforts in them calls for convenient receptacles for the breakfast percolator and toaster, wall lights or a ceiling light.



Where bookcases are built low enough, a double outlet like this proves convenient not only for the lighting (so often lacking) necessary for looking over the books, but for the vacuum cleaner or fan as well. This, also, was shown in the Buffalo Home.

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

believes that:

ALL appliances sold by central-stations, except during pioneering periods, should be sold at a merchandising profit and all repair jobs be done at a profit so that the sales department, carrying its proper share of overhead expense, may pay a profit to the stockholder on the business it has done, at the same time avoiding destructive competition with others in the industry.

IN cases where the central-station does a merchandising business its salesroom should be equipped and organized as a real store, to do a straightforward merchandising business that will serve as a pattern, guide and stimulus to other local stores selling electrical appliances, on order that the greatest possible number of appliances shall be sold, no matter who sells them.

(For a complete statement of "Electrical Merchandising's" platform for the electrical industry, see February, 1922, pages 52 and 53.)

Order Early—Order by Express!

THE prospect of possible "heatless days" in his place of business, or at best a hand-to-mouth supply of coal this winter, are not the only effects of the coal strike which the electrical merchant must take into his calculations during the next ten weeks. He will find that the coal strike has bequeathed to him a *merchandise-delivery problem* also.

For while coal is moving again, the priority schedules of the fuel carriers are holding up and will continue to hold up the rest of the transportation system, certainly until well into the holiday season. In some instances coal is now taking precedence even over passenger trains. It is everywhere moving in preference to regular freight.

As a result dealers' and jobbers' shipments are likely to be delayed. Supplies of raw materials to manufacturers will also be held up. Even express shipments may be expected to take fifty per cent longer time in transit, and ordinary two-day shipments may be extended to three and four days.

The answer to this serious pre-holiday situation for the electrical merchant is, of course, getting his Christmas goods orders in early, this year. His brother merchants in other lines will be found to be more beforehand in this matter than the electrical man. Their stocks are already pretty nearly complete. For the electrical dealer who is not ready the message is—Order Early, and order by express!

Making an Asset Out of a Competitor

SOMEWHERE slightly out of the main shopping district of Denver is located a group of four electrical stores, all within a stone's throw of one another. Until recently there was a fifth store, occupying a corner, but this moved not long ago and is now located two blocks

away. The stores all carry competing lines of merchandise, but they do not in any way resent the presence of one another—they recognize it as one of their biggest assets.

For woman—who is the purchaser of practically all electrical household equipment—is a shopper. And a shopper, as distinguished from a mere purchaser, is one who likes to compare prices and qualities in more than one shop and make her own selection. She is quick to realize that all this she can do within the radius of a block in this one spot—and the district has been growing in popularity until it draws its clientele from all parts of town.

Each merchant cheerfully refers customers to the other shops if he does not happen to carry the article desired and in turn has customers referred to him. Because of the accommodating and enterprising character of these stores, the section is attracting more and more "shoppers"—a result which affects all of the enterprises favorably. The department store shopping district has long been a feature of every good sized community—why not the electrical shopping district?

Physician—Treat Thyself!

AMONG the legal profession there is a saying to the effect that "The lawyer who pleads his own case has a fool for a client."

Is it possible that this applies also to the electrical merchant?—that when it comes to selling himself he is either tongue-tied or has a fool for a customer? How else shall we explain the fact that not one man in sixty who earns his living from the electrical industry has ever actually seen dishes washed in a motor-driven dishwasher, and that a high percentage of those arrested for violation of the automobile lighting laws are agents for electric lamps?



Foolish Laws—Why Are They Still Enforced?

THE National Electric Code now requires (among others) two foolish precautions. One is, it requires a "danger" fuse on certain grounded wires—viz.: the grounded wire of the two-wire branches from a three-wire system. This precaution costs money and never does any good, but it may cause fires or loss of life if this fuse should blow.

A second foolish rule is the requirement that all wires inside a building must be insulated, even those that are solidly connected to the ground.

This requirement seldom involves any direct expenditure since no one ever bothered to keep the neutral or grounded wire free from grounds.

Such grounds are just left alone but this rule would cost millions of dollars if enforced.

There are many other equally useless and expensive rules and precautions. It is suggested that within a

few years they will be abolished and that twenty years from now they will be classed with the following:

The English auto law to limit automobile speed to four miles per hour and require that every auto should be preceded by a man walking and carrying a red flag.

Guard wires over trolley wires.

Insulation on high-tension overhead wires.

Death penalty for stealing over one shilling. (Old English law.)

Keeping letter-press copies of letters instead of using carbon copies.

Passports to cross frontiers in time of peace.

Fortifications between Canada and the United States along the border.

Keeping windows shut to keep out night air.

Shutters to protect shop windows at night.

Blood letting to cure disease.

All the precautions against witchcraft.

We would laugh to-day at the man who observed these old time rules and precautions. Is it not equally fool-

ish to connect the end of a copper wire solidly to a water pipe and then to spend a lot of money to put expensive insulation around that wire and not around the water pipe.

Is it not foolish to require expenditure for a fuse that can accomplish nothing except to make the wiring dangerous if it blows.

Have You a "For Sale" Sign to Rent?

ELECTRIC SIGNS sell things. The man who has a house for sale knows this. But he probably would not be interested in buying an electric sign to do the trick. What would he do with the sign after the sale was made?

That's where the renting idea comes in. If you have an electric sign with the words "For Sale" nicely illuminated thereon you can rent it to house owners and real estate agents by the week. And it will work while the owner sleeps.

Electrical Men Are Chief Blockers of Home-Electrical Progress—A Layman's Experience

[Editor's Note.—When the article on H. J. Gute's electrically heated home electric at Berkeley, Cal., appeared in the March issue of *Electrical Merchandising*, page 87, several letters were received by the editors, declaring that the results reported obtained by Mr. Gute were impossible and were obviously misstatements of fact, so far as satisfactory electric house heating is concerned. These letters were referred to Mr. Gute, the owner, through *Electrical Merchandising's* Pacific Coast editor, Robert Sibley, himself a resident of Berkeley. Herewith, after considerable delay on our part, we print some interesting paragraphs from Mr. Gute's prompt reply.—EDITOR.]

What Mr. Gute Has to Say

Editor, *Electrical Merchandising*:

The most peculiar thing about your readers' controversy on the heating of my house by electricity is that there should be any controversy at all, but it is a fact that all the opposition I had, when building my house, was from electricians, electrical engineers and architects. Had I depended on any of these I would not have had the results I have attained. All I can now say is that I am satisfied.

One thing that should be taken into consideration about an electrically equipped house is its cleanliness. With an open fireplace, the most common method of heating in California, there is a continuous dusting job for the housewife. With an electrically heated house there is no dust to speak of. Cooking with gas or coal fires blackens and greases the bottoms of cooking utensils, and it is a considerable job to clean these; cooking with an electric range leaves the bottoms of the utensils

as clean—cleaner, in fact—than the inside and they can be washed with the same water and dish mops that the china is washed with. The ceilings and mouldings in the kitchen do not become "gummy" and black. With these savings as they are, if my monthly power-bill runs \$18 to \$22 or even \$35, as it was during our unprecedented cold spell of last January, and coal or wood were to cost me nothing, I should still feel that my home is the gainer by the amount of labor saved. Coal, however, costs us a cent a pound here, and it is no trouble at all to burn up 14 or 15 pounds an hour in an open fireplace, which would make a coal fire as costly as the electrical fireplace, and would mean dust, draught and dirt, all of which are obviated by the use of electricity.

H. J. GUTE.
Berkeley, Cal.



Patronize Electrified Shops

Editor *Electrical Merchandising*:

It occurs to me that a secondary phase of the movement toward inducing electrical men to live in electrical homes might be to induce them to patronize electrified shops and stores.

Thus, the electrified barber shop contains a hair cutter, vibrator, hair drier, electric cleaner and manicure buffer; the electrified delicatessen shop contains a meat grinder, slicer, coffee mill, refrigerator, ceiling fan, hot plates; the electrified shoeshine and hat shop contains a variety of appliances, etc.

The idea has several points of interest. Not only does it induce electrical men to live the electric life, but it opens their sleepy eyes to the fact that a lot of applications of electricity are being marketed wholly through non-electrical channels. Also, the smart electrical dealer who begins to look around for tradespeople to deal with who are electrified, will find also, a lot of opportunities for selling things that he has heretofore not appreciated.

FRED B. RAYMOND.

Cleveland, Ohio

When You Buy, Trade With "All-Electric Service,"

When You Can!

By C. L. FUNNELL

When your hair gets long and tangled
And you hanker for a shave,
And you sally forth to seek a barber's
chair,
Why not pick yourself a shop
Where the solid leather strap
Is the only non-electric dingus there?

Patronize the barber who
Looks electrical to you.

When you sense the pangs of hunger
And your appetite demands
Something tasty, like a waffle or a stew,
Why not find a place to eat
Where they use electric heat
For their stewer and their percolator,
too?

Where the watt and waffle meet
Is a worthy place to eat!

When you buy for any purpose—
Every time you spend a cent—
Why not seek to hand your money to a
man
Who has learned the joy and use
Of appliances and juice?
Trade with all-electric service when you
can!



Marketing New Lines at a Profit



Who Buys Electric Clocks?

Practically every new bank is installing one or more display clocks," explains a leaflet entitled "How to Sell Electric Time" issued by Lockwood & Almquist, New York City. "The most popular design is a marble dial with raised bronze numerals and minute dots. Other designs largely used are skeleton dials and vault clocks of the tambour shape. Clocks are frequently installed on the outside of bank buildings with attractive advertising features. All of these types of clocks are located in places difficult to reach for setting, winding and regulating. It is obvious that it is much more satisfactory to install secondary movements in such clocks and operate them from a master clock, conveniently located, from which all adjustments in the secondary clocks can be made.

Homes. This field should open up rapidly. As the average owner is not familiar with the advantages of a clock system, some preliminary educational work may be required in this field. Every home costing \$15,000 or more is a prospect for a clock system.

Hospitals. Accurate and uniform time is important in all hospitals. Secondary clocks are needed at nurses' stations, in diet kitchens, offices and nurses' quarters.

Schools. Time is so important that all large schools are installing clock and program systems.

Manufacturing plants. It is important that clocks installed in such buildings shall not be affected by vibration.

Business offices. Many business offices requiring from two to six or eight clocks are now discarding their old key-wound clocks and installing the new system. Every office of any size is a prospect.

Department stores, restaurants, libraries, jewelers, garages, etc. All such buildings, if they are good-sized establishments, are prospects. The glass dial secondary clock, which sets flush with the wall, is an excellent design for restaurants. The same clock arranged for illumination from the rear, is used largely by jewelers for window display.

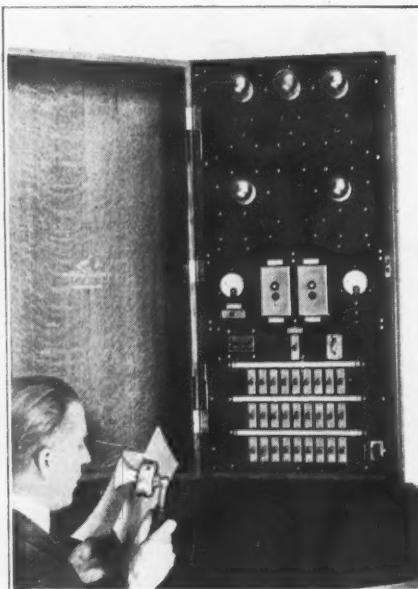
The Dealer Who Makes Money Is the Man Who Capitalizes New Developments of the Electrical Art in Terms of Consumer Sales

Outside clocks and clocks for electric signs, with advertising features, are now used extensively by many different kinds of establishments."

"Loud Speaker" Enables School Principal to Address 25 Class Rooms

An interesting installation has recently been completed for the Piedmont High School, Piedmont, Cal., involving a distinct improvement over present methods of inter-classroom communication. The outfit consists of a central or master telephone station and 25 receiving stations, each equipped with a Magnavox telemegaphone, the motor generator and battery being installed in a steel cabinet in the basement.

The master station is operated like an ordinary telephone (as illustrated). Talking into the central transmitter in ordinary tones, the speech is amplified in any or all of the 25 classrooms as desired, in suffi-



The master station is operated like an ordinary telephone. Talking into the transmitter in ordinary tones the principal's voice is amplified in any or all of the twenty-five classrooms.

cient volume to be distinctly heard by all the students.

While similar installations have already been developed for hotel, railroad terminal and similar commercial uses, this is its first application to school service. Another novel feature of this installation is the fact that, by means of a special switch, broadcasted radio lectures and concerts may be connected in so as to be reproduced in any or all the classrooms by the same telemegaphones.

Farmers' Clubs Welcome Radio Demonstration

Farmers' clubs hold many social and business meetings during the year, all of which provide good opportunities to demonstrate radio receiving sets. Such a demonstration was successfully arranged recently at an outdoor meeting of the Bedford Farmers' Club in Westchester County, N. Y. The big event of the afternoon was a talk on "Radio Telephone for the Farmer," arranged by I. W. Austin of the Westchester Electric Supply Company and given by R. P. Anderson. The radio program included a talk from an agricultural experimental station on butter fat, the care of milk, and butter making; vocal and instrumental music; and a talk on dress-making.

Sportsman-Dealer's Dinner Featured

When the head of the Judd Company, 209 North Michigan Avenue, Chicago, dealers in electrical appliances, returned from a hunting trip to Canada he entertained his employees at a game dinner. Housewives were interested in the story that got into a local "shopping" column—how moose steaks were broiled and venison and bear meat roasted on an electric range, how the dishes were washed electrically and the floor cleared of crumbs with a vacuum cleaner.

How many "inside" events in your own organization are turned to outside publicity account, like this one?

Featuring Radio in Selling New Homes

Announcement—

Radio Telephone Service Built in These New Homes

The \$1,500,000 worth of new homes which we are now building in West Philadelphia, Germantown, Wynnewood and Cynwyd will be EQUIPPED COMPLETE with Radio Telephones, connecting with concert service from Pittsburgh, Newark and other centers. This will add greatly to the enjoyment and comfort of these new homes.

JOHN H. McCLOTHCHY
Builder of Homes
848 Land Title Bldg.

Here's the ad of a Philadelphia home builder, probably the largest operator in his city, who is now equipping his new houses with radio sets, and uses this equipment as an advertising feature. Have you talked radio installation to your local real estate men?

Electrical Dealer Aids in Providing Broadcasting Program

The future of the electric dealer in the radio business is essentially dependent upon the wide use of the radiophone—and this, in turn, is dependent upon the nature and quality of the broadcasting programs. Many manufacturing companies and several theaters and newspapers have gone into the broadcasting business. And out in Los Angeles, one electrical dealer is making it a feature of his radio department. The Electric Lighting and Supply Company of that city has recently completed the installation of a \$3,000 radio broadcasting station in the California Theater, through which the music of the justly celebrated 50-piece orchestra which is a feature of their programs will reach all radio fans in that part of the country.

Things You Can Do With an Electric Marking Pencil

A fascinating tool is the electric pencil which, with its heated point, can be used for countless utilitarian and decorative purposes around the home. According to an instructive leaflet issued by the Post Electric Company, 30 East Forty-second Street, New York City, "through the medium of colored transfer papers, exquisite designs can be etched on leather, wood, glass, lacquered and painted metal, paper and many other materials—including the most deli-

cate silks and woven fabrics. These colors include gold, silver, red, blue and green."

A few of the uses for this pencil listed in the leaflet are:

For marking baskets, personal belongings, luggage, pottery, umbrellas, hat bands, kodaks, leather, china and books.

For monograming and designing leather covers, leather sofa pillows, silk, chairs, bags, wallets.

For retouching photostats and Van Dycks.

For soldering radio wires, small joints and metals.

For melting lead seals, sealing wax, and tinfoil.

For writing window cards, glass signs, metal signs, car advertisements.

For lighting cigars and cigarettes.

Washing Machines as a Health Factor

Show in connection with a display of washing machines half a dozen or so medicine cabinets borrowed from a furniture dealer. Have with them a sign:

Better Than Half a Dozen Medicine Cabinets

Saving the wear on women does more for their health than medicine. Come in and see how easily the ——— does the washing.

Shorthand Students Use Radio Sets to Gain Speed in Taking Dictation

A novel aid in the study of shorthand—the taking down of dictation from wireless speeches and programs, is the latest means of utilizing radio receiving sets in Pittsburgh.

Ruth Baker, who lives at 118 East Ohio Street, Pittsburgh, Pa., listens in and transcribes the text of speeches into shorthand notes while enjoying the radio programs.

"Makes Study a Pleasure"

"It's really fun," Ruth declares. "I like to hear the wireless program and I just take down shorthand notes while I am listening to the speakers. Then, instead of having to study my shorthand after the entertainment, all I have to do is to transcribe my notes for practice. It makes study a pleasure."

Difficulty often has been experienced by short-hand pupils in finding members of their household to dictate to them. Now, instead of coaxing a brother or sister into serving as unwilling dictators, or separating "Dad" from the sporting sheet, the shorthand student finds almost unlimited dictation in the eloquence of week-day speakers or the quiet Sunday morning sermon over the home radio set.

Doctor Equips His Car With Radio Set for Receiving Emergency Calls



No matter where this doctor is, his office can get in touch with him, providing he is in his car. The photograph shows Dr. L. P. Rubine in

his automobile which he has equipped with a small radio set for receiving or listening in while driving on his rounds of professional calls.



Exhibiting the "Electrical Home"



Spokane's Home "Better Than an Electric Show"

Putting over an "electrical week" by building an \$18,000 home and installing every practical electrical fixture and appliance offered to the public was the successful accomplishment of the Spokane Electrical Service League during the last two weeks of July.

Advertised as the Electrical Home after the dwelling was completed in a select residential district, the feature was considered far more effective than an electrical show, as 20,000 persons visited the house between July 19 and August 2.

Through an arrangement with the A. J. Chitty Company, building contractors, that firm built the house at its own expense. The league, which is composed of wholesalers, jobbers, retailers and central stations, installed the wiring and a multitude of convenience outlets at exact cost, including materials and labor. For this service, the Chitty company allowed the league to advertise the home, furnish it with electrical ap-

Ideas and Methods Successfully Used in Showing the Public the Conveniences of Complete Electrical Installations

pliances and furniture supplied by a large home furnishing company, and display it to the public for two weeks. Ownership rested with the contractor.

The league conducted its first annual show in the summer of 1921, but created far more interest with the Electrical Home. R. B. McElroy of the Washington Water Power Company, was chairman of the electrical home committee and H. L. Whitehouse of the Washington Electric Supply Company was publicity chairman.

A formal opening, including addresses by the mayor of Spokane, a local moving picture actress, and the president of the federated women's clubs, inaugurated Electrical Week.

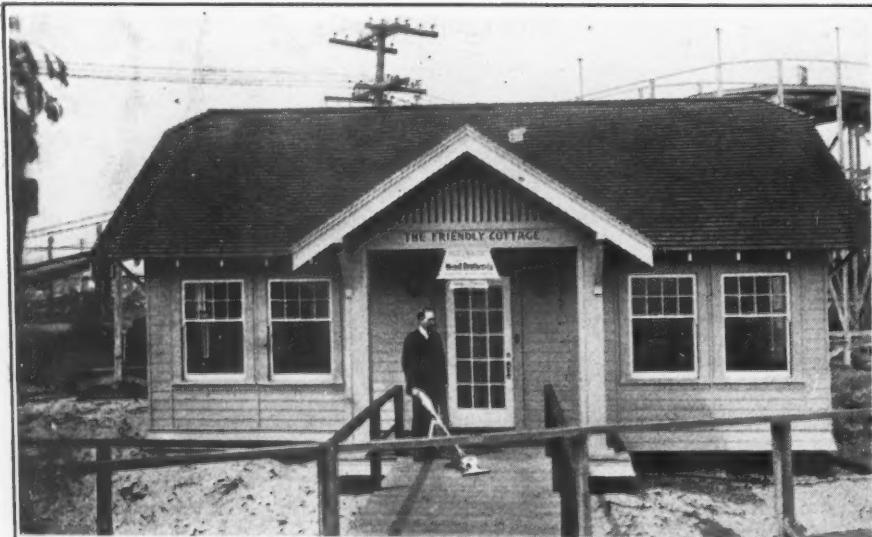
On the first floor of the Home was the front porch with eight convenience outlets; living room, seventeen outlets; dining room, nine outlets; kitchen, seven outlets; breakfast nook, three outlets; basement hall,

three outlets; rear porch, two outlets; rear hall, two outlets; bath room, five outlets; guests' bedroom, nine outlets; owner's bedroom, nine outlets; back bedroom, four outlets; besides radio, light control, telephones and call bell connections. In the basement was a ball room with eleven outlets; den, seven outlets; fruit room, two outlets; furnace room, five outlets; and laundry, nine outlets.

"The Electric Home has far surpassed our hopes as a medium of education," said Mr. McElroy, the committee chairman. "Above all, we have taught the public where convenience outlets—should be placed as well as why, how many and for what purposes, things that can better be shown than told in advertisements.

"An excellent feeling has been developed within the electrical fraternity in Spokane and the advertising given to the electrical dealer's, central stations and the industry in general was well worth the money and effort that it cost the league."

Beach "Bungalow Electric" Visited by Thousands



The seaside vacation visitor who has plenty of time on his hands is induced to spend some of it in the study of the method electrical by this neat little bungalow on the boardwalk at Santa Cruz, Cal. Wood Bros., builders of ready-cut houses, are responsible for the bungalow itself, which serves as an advertisement of the summer homes they are prepared to erect. The electrical installation is supplied by Walter Cox Electric Company of San Jose. Power is furnished free by the Coast Counties

Gas and Electric Company. A local furniture company has provided equipment. This miniature electrical home was opened to the public on July 1, 1922, and on the holiday over the Fourth more than 5,000 people examined the equipment of the cottage. Before the season is over it is expected that from 30,000 to 40,000 people will have been instructed in electrical home conveniences. Walter Cox is shown at the front door of the cottage, demonstrating a vacuum cleaner.

Some Wiring "Stunts" from the Hamilton (Ont.) Home Electric

The Home Electric of Hamilton, Ont., exhibited during the early summer, was wired throughout in BX, cable and rigid conduit. The service equipment was entirely enclosed in steel boxes of the safety type, mounted on steel panels with the meter in a cabinet installed for reading from the outside of the house.

The telephone service was embedded in the wall in conduit to prevent burglars from cutting off the service, and was made portable by means of five jacks conveniently located throughout the house. A special form of night lighting was used in the halls by means of flush bulb's eye receptacles with clear lamps mounted in the baseboard. The breakfast nook was wired and connected to flush receptacles in the kitchen floor, which made it removable for the purpose of cleaning. All of the mantels throughout the house

were of the "electric type," being without chimneys or flues.

Over the front door was an illuminated house number. A key switch controlled the porch lights, and many of the convenience outlets were placed 42 in. from the floor. Each bedroom had a heater outlet for the use of portable heaters, with heavy duty flush receptacles and special wiring.

And to show the further convenience of outlets in the furniture, the dressing tables were wired for hair drier, curling iron and vibrator; the bed for warming pad and lamp; and the china closet for giving showcase lighting to its china and glassware.

What a Home Electric Booklet Might Contain

Denver's first Home Electric, open for almost the entire month of May, was widely advertised as "the most modern home in the world." And at the Home a booklet was distributed to visitors which sought to show not only why it was the most modern home, but why it was also "the home of the future."

The booklet was small, of handy pocket size, with a sketch of the house on the cover, and small pen-and-ink drawings of some of its rooms inside. The first page made its appeal to women instantly by pointing to them as the chief beneficiaries of electric service—"Why should women develop from girlhood into the bondage of heavy household drudgery—the wash tub and broom and hot stove and all the other et ceteras of the old days? Electricity has changed all that. Women do not get old any more."

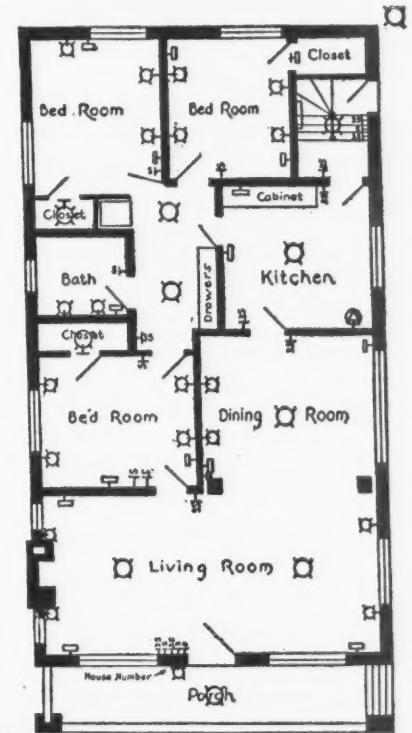
"The Home of the Future"

The following pages contain a general discussion of the "home of the future"—of the need for adequate wiring, convenience outlets, provision for all the needed labor-saving appliances, wiring old houses, and the change in the accepted idea of a completely wired home within the last few years. On the two middle pages, the basement, first and second floor wiring plans of the home are reproduced, with detailed explanations. Then follows a page on the part played by lighting—with the slogan, "Well lighted is half furnished." Two pages of condensed items on "Things to Remember when

Building an Electrical Home" serve as a handy guide for the home builder. And the last two pages tell who built the home and list the names and addresses of members of the Electrical Co-operative League.

A booklet like this best serves its purpose because every visitor who receives one will keep it as a handy reference book and for the information it contains.

Salt Lake's Second Home Cost \$645 to Exhibit



Salt Lake City's second Home Electric, a 6-room bungalow opened from July 25 to August 6, had just been completed as the private residence of R. W. Butler, manager of the Mine & Smelter Company, so that the total expense of exhibiting was only \$645. This bungalow was exhibited with the idea of showing that the family of ordinary means could enjoy the comfort and convenience of electrical service as well as the wealthier family. It was furnished, wired and equipped with this idea in view—of what the average family could easily afford. There were fifty outlets and twenty-two switches, and the above plan shows the wiring layout. Nearly 10,000 persons visited the Home.

Another Success for Arkansas

Little Rock, Ark., successfully exhibited its first Home Electric recently. The house was designed and built by Kenneth Cole, local representative of the Westinghouse Lamp Company, but was advertised for sale complete with all electrical fixtures,

the purchaser to receive electric current for three months without charge. It was wired and equipped electrically by the Little Rock Electric Club, which sponsored the exhibit and numbers among its members the Arkansas Electric Company, Treadway Electric Company, Dice Electric Company, Electric Construction Company, and the Little Rock Railway & Electric Company.

The home was well attended during the period it was open to the public, a radio receiving set proving an effective drawing card.

Lumber Dealer's Home Becomes a "Home Electric"

A lumber dealer in Athens, Ohio, recently built a new home for his family—but because he built it as a model home and as a credit to his business, he soon learned that the whole town was talking about it and wanted to see it. So he decided to throw it open to the public for two days, when it was finished. More than one-third of the town's population passed through its doorways.

Incidentally—because a live electrical dealer was on the job—that same inquisitive crowd saw a fairly complete electrical equipment in the home!

The lumber dealer in question was D. A. Rardin of the Rardin Brothers Company, and the electrical dealer was the Athens Electric Company, which, besides supplying the electrical labor-saving equipment, did all the wiring and fixturing. Between the two, they induced 2,200 Athenians to visit the home and divide their admiration between the lumber and the electrical equipment! Only a week in advance, newspaper announcement was made that on two afternoons and evenings the public would be permitted to go through the home.

After the Home Electric

"The electric industry is not forcing convenience outlets upon the public; the public is forcing them upon the owners of dwelling and apartment house property," says M. O. Whitton, in a recent issue of *The American Architect*. But would he have found the same condition true two years ago—before the electrical industry inaugurated its nation-wide, demonstration Home Electric campaign?



Hints for the Contractor

Breaking Into Your Local Newspapers

A good definition of newspaper publicity might be: That which, when we want it, we cannot have, and that which, when we least desire it, we get in superabundance. When we murder our wives we get full front pages, six-inch headlines, all free—and our photographs to boot, but when we want to sell our old piano we have to pay real cash for six words in an obscure corner on the next to the last page.

Every merchant who tries to break into the editorial columns of his local newspaper sooner or later comes up against this peculiarity of editors. He trustfully mails to the editor the little story which he has so tenderly drawn up about himself and his business, and is amazed when he learns that the ultimate destination of his little "puff" was the wastebasket.

Editor Must Protect His Reading Columns

And yet, isn't this a justifiable peculiarity of editors? Why, let the dealer ask himself, does he value so highly the editorial columns of the newspapers? Isn't he satisfied with his advertising space in the same paper? Obviously, the answer is, readers have more faith in the disinterestedness of the unpaid editorial columns than in the paid advertising space. But once let the readers suspect that the editorial columns of his newspaper are opened to "puffs" and free "write-ups" for its advertisers, the newspaper's hold on them is lost. Every editor knows that, and hence the popularity of his wastebasket. In the long run it is to the interests of the advertisers, as well as to the newspapers, that this is so.

No, you cannot get into the editorial columns by sending the editor a eulogy of yourself. But you can get your story over in another way—the way a Seattle electrical contractor-dealer got his story recently on the Home Builder's Page of the *Seattle Daily Times*. The headline of his story was, "Look to Wiring When Building," and it started like this:

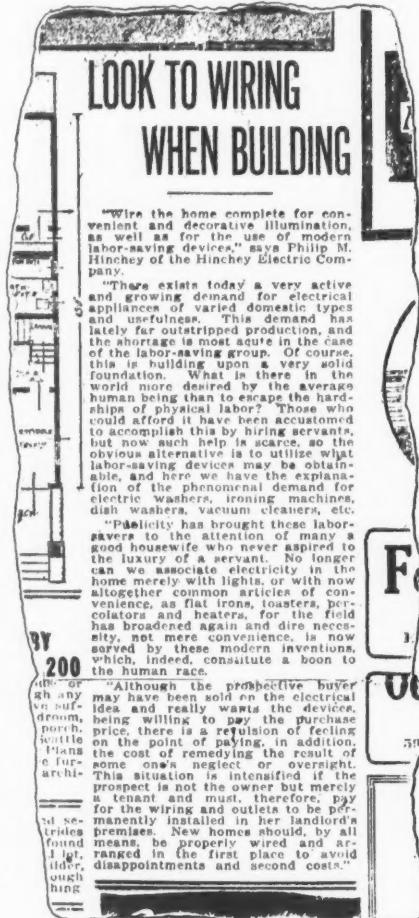
"Wire the home complete for convenient and decorative illumination, as well

*Ideas on
Estimating, Stock Keeping,
Shop and Construction Methods,
Repairs and Maintenance,
and Collections*

as for the use of modern labor-saving devices," says Philip M. Hinckley of the Hinckley Electric Company. . .

Then followed nearly a half column of quoted remarks by this contractor-dealer on the labor-saving value of electrical appliances and the necessity and convenience of adequate outlets—all of which, needless to say, was worth half a page of advertising space to Mr. Hinckley.

The secret of this, of course, was that this electrical man had something to offer in place of the advertising value of the article to him; in fact, in the eyes of the editor, the article was probably acceptable purely on its merits as a news story. Here was an electrical man, presumably an authority in his field, who was giving



This electrical man had a "story" to offer the editor, and it was undoubtedly accepted purely on its merits as of timely news interest to the paper's readers.

some valuable information on a subject which, both because of the housing crisis and the servant shortage, was of vital interest to many readers at the moment. That was the point that weighed with the editor.

Also, when some interesting incident happens in the day's work of your business, let the newspaper boys know about it. Here's the way H. J. Monley of Grand Forks, N. D., handled such a situation. The reporters were glad to get the "story" and Mr. Monley received much publicity through the item. Here is the story the newspaper ran:

"How about using your washing machine as a safety deposit vault?

"This morning when the employees of the H. J. Monley Electrical Company were cleaning out a washing machine belonging to F. A. Cameron, Fuller block, which had been sent in for repairs, they found an envelope containing \$805 worth of United States Liberty Bonds and War Savings Stamps.

"The envelope was addressed to Mr. Cameron. It contained four \$50 Liberty Bonds and \$605 worth of War Saving Stamps.

"When telling the story Mr. Monley added that he was not surprised at the discovery as he knew that money put in one of his machines is saved."

And any dealer can do the same. The thing to remember is that the newspaper wants news stories, or opinions and information on subjects that are really interesting to its readers. Any editor will prick up his ears on reading a letter like this from the local electrical dealer:

DEAR MR. EDITOR: Many of the folks in our town are wondering where their coal for this winter is to come from. Do you know that electricity, far from being an added expense, offers many ways to save fuel? Do you not think an article on this timely subject would interest your readers? If you will send one of your reporters to me, I shall be glad to give him any information I can on the subject. Very truly yours, John Smith, the Electric Shop.

Or a letter like this:

DEAR MR. EDITOR: Do you know there's a housewife in this town who used to have two servants and now has none, doing her entire work herself with the aid of household electrical appliances? If you think the story of

how this woman does it would interest your women readers, send one of your reporters to me, and I shall be glad to tell him all about it. Very truly yours. . .

And the chances are, the editor will excitedly collar his star reporter and say, "Say, Jack, go on up to Smith's, the electrical contractor, and see him about that story he's got for us. Right away, will you? It ought to be a top-header for the first edition!"

California Starts Campaign to Standardize on Term "Convenience Outlet"

In California an attempt is being made under the guidance of the California Electrical Cooperative Campaign to standardize on the term "convenience outlet." The standard outlet providing for parallel blades, which is made by numerous manufacturers is to be understood by this term, and jobbers, manufacturers, dealers and power companies are asked to adopt this nomenclature on all advertising, bids, office forms—in fact in every form of conversation or the written word. It is interesting to note in this connection that the Departments of Electricity of the major cities in California have already adopted the term "convenience outlet" in their orders. It is felt that elimination of confusion in this field, as well as the significance of the term itself, will have an appreciable effect in forwarding public interest and good will.

Ten-Ampere Fuses, 660 Watts 16 Sockets—Says Code. An Inspector's Interpretation

The National Code says in one place that not over 660 watts may be allowed on a final circuit.

In another place, that a 10-ampere fuse may be used—which at 110 volts allows 1,100 watts!

In another place it says that not over sixteen sockets or receptacles may be connected to the circuit.

Now, of course, the Code is right, but how does at least one New England inspector interpret it?

He says that as most people use 50-watt lamps he will count each socket as 50 watts and he will allow thirteen sockets making 650 watts on a circuit.

He says that if a householder admits that he is going to use a flat-iron or toaster a special circuit is needed.

He says that if the householder puts a receptacle in the kitchen or laundry or dining room that is an admission that a flat-iron or toaster will be used and the extra circuit must be provided.

If, however, the householder hides his flat-irons and toasters then this inspector allows thirteen sockets on a circuit.

Later, the householder gets out his flat-irons, etc., and uses them from his 250 watt sockets. When he has trouble the inspector washes his hands of it and says that he (the inspector) stood by the Code and that it is the householder who is responsible. Even if the householder buys some twin plugs and makes a branch and puts a toaster and a percolator and a sunbeam heater on one 250-watt socket the inspector still says it is not his fault.

It was the inspector, however, who discouraged the householder from putting in receptacles or convenience outlets to keep the load off the sockets.

How much would the community save if this inspector and the others like him could be gotten to encourage receptacles and convenience outlets for flat-irons, etc., instead of discouraging them by requiring each of them to be on the expensive separate circuit?

Is it the fault of the inspector or the Code committee or both?

What shall be done about it?

It is good engineering to have plenty of circuits. Chicago requires a circuit for each 880 sq.ft., The N.E.L.A. wiring committee is talking about a circuit for each five rooms, but is it not better to divide up the load rather than to have some circuits with only sockets (and several devices in use from those sockets) alongside of other circuits with No. 14 wire good for fifteen amperes or more, and yet limited to one receptacle and a maximum load of six amperes?

Talk About Her Street!

Get the housewife to read the matter about electric cleaners which you send her by the house-to-house distributing method. Put the advertising in a cheap envelope bearing no printed advertising. Secure a two or three-line changeable rubber stamp. Set up:

Do Maple Street
Women Keep Their
Houses Clean?

Have the boy or man who is doing the distributing change the line to conform to the name of the street visited and stamp the envelope before leaving it at the house.

Empty Coal Bins Turn Attention to Electric Heating



Electric heating of a home means cleanliness; no more fussing with obstreperous furnaces; no more before-dawn trips to the furnace room for the man of the house on wintry mornings; no more choking up the house with smoke and vitiating fumes. Above all, it means no more dependence on

an uncertain coal supply. These are a few of the advantages of electric heating that are being seriously weighed by more and more householders every winter, and particularly so in this year of empty coal bins. The heating installation shown in the picture is typical of many in California.



Lighting Sales Methods



A Woman Dealer's Ideas on Home Lighting and Decoration

Miss Paula Hoffman, proprietor of the Electric Shop, 113 East Main Street, Fort Wayne, Ind., has recently been getting a lot of publicity in a Fort Wayne paper through articles on "Correct Illumination and Interior Decoration of Modern Homes." The paper has been featuring these articles on a "Better Homes" page and they have resulted in much favorable comment in that city, and with the resulting increase in sales.

Wouldn't it be possible for other electrical dealers to get similar worth-while free advertising and publicity through the same plan given herein?

Here is a typical example of Miss Hoffman's articles, and from this one can be seen the sort of articles she writes. It gives suggestions, too, to other electrical dealers as to what to write when approaching the papers in their home towns on a similar proposition.

Consider Fixtures Along With Furniture and Drapery

Serious consideration of the important role that lighting can play in the decoration of the home cannot be impressed too strongly. And in this connection lighting fixtures are to be considered not merely as fixtures but rather in the same class as a choice piece of furniture or drapery.

A substantial weatherproof porch light makes of an ordinary porch an attractive entrance. Where a more imposing appearance is desired much can be done to enhance the beauty of the exterior by the use of artistic outdoor brackets or lanterns.

The lighting of the entrance hall should be expressive of hospitality and good cheer. The reception hall unit, whether a hanging or a ceiling fixture, should diffuse a warm, welcoming light. Where the hall is large, wall brackets may be used to advantage.

In the living room by using different fixtures with various colored shades, in conjunction with beautiful table and stand lamps, one can create any atmosphere he chooses—very bright for gay parties, warm and cozy for an evening at home.

The library and den are full of lighting possibilities which can best be realized by viewing the large variety of lighting effects on display at our showrooms.

The lighting of the sun parlor is similar to that of the living room but

*Items of Experience
in the
Installation of Lighting Systems
and Some Good Advice in
Lighting Practice*

being smaller, a semi-indirect fixture is the most desirable. An outlet for a portable lamp is desirable also.

Dining Room Lighting That "Hems In" the Diners

The dining table should be the brightest area in the dining room. A brightly illuminated table holds the attention of the diners; the softer light in the remainder of the room hemms them in. Side wall brackets may be used for creating a gay and festive atmosphere.

In the stairway, three-way switches for controlling the light upstairs or down are a great convenience. In the upper hall good illumination is as necessary as anywhere else in the home. A ceiling type of fixture is generally used.

The lighting of the bedroom can be made to harmonize with any decorative scheme by using old ivory ceiling piece and brackets with shades in soft tones of buff, blue or rose. Outlets for wall brackets should be located on either side of the dressing table and a baseboard outlet near the dressing table is necessary.

You Have to Sell the Husband, Too!

"If you are selling washers, the law of averages tells us that 95 per cent of this business is gotten only after securing the husband's consent," declares R. J. Strittmatter, sales manager of the Apex company, Cleveland. "And if you are selling cleaners, then the same thing is true. The logical way to close a sale where the man of the family enters into the transaction is to have an interview at a time when the man and wife can be seen together. If you sell the wife and depend upon her to sell her husband you will lose a big percentage of these sales, regardless of how well you have sold her. She is by no means as good a salesman as you, and the slightest opposition from the man of the house will make her change her mind in regard to your proposition. The logical thing is to see the man at such time when both are together."

Record of Lighting Fixture Patents

Issued from Aug. 1, to Aug. 22, 1922

Compiled by NORMAN MACBETH
Consulting Illuminating Engineer, New York City

Design Patents

The following are ALL the Design Patents pertaining to electric lighting materials issued by the U. S. Patent Office, from Aug. 1, 1922, to Aug. 22, 1922, inclusive:

61,291. Combined Lamp and Phonograph. Anthony J. Burns, Indiana Harbor, Ind., assignor to Burns-Pollock Electric Manufacturing Company, Indiana Harbor, Ind. Filed Nov. 14, 1921. Issued Aug. 1, 1922. Term fourteen years.

61,317-18. Lamp Fixture. Albert J. D. Ohm, Astoria, N. Y., assignor to Max Schaffer Company, New York. Filed Nov. 20, 1921. Issued Aug. 1, 1922. Term three and one-half years.

61,320-21-22-23. Lamp Standard. Edwin B. Pike, Milwaukee, Wis., assignor to Phoenix Light Company, Milwaukee, Wis. Filed Sept. 16, 1921. Issued Aug. 1, 1922. Term three and one-half years.

61,330. Combination Lamp Stand. Louis J. Ripich, Cleveland, Ohio. Filed Dec. 2, 1919. Issued Aug. 1, 1922. Term three and one-half years.

61,331. Portable Lamp Base. Thomas L. Ryan, Muncie, Ind. Filed July 25, 1921. Issued Aug. 1, 1922. Term three and one-half years.

61,337. Arm for Lighting Fixtures. Wilfred B. Goddard, San Francisco, Calif. Filed July 28, 1921. Issued Aug. 8, 1922. Term three and one-half years.

61,349-50. Shade and Bowl for Lighting Fixtures. Harry A. Ross, Pittsburgh, and Otto Kochler, Jeanette, Pa. Assignors to Pittsburgh Lamp, Brass and Glass Company, Pittsburgh, Pa. Filed Nov. 8, 1921. Issued Aug. 8, 1922. Term seven years.

61,359. Chain. Reuben B. Benjamin, Chicago, Ill. Assignor to Benjamin Electric Manufacturing Company, Chicago, Ill. Filed July 15, 1920. Issued Aug. 15, 1922. Term seven years.

61,360. Lighting Fixture. William T. Blackwell, Westfield, N. J. Assignor to Westinghouse

Lamp Company. Filed Nov. 21, 1921. Issued Aug. 15, 1922. Term fourteen years.

61,361-2. Portable Lamp Base. August Bostrom, New York, N. Y. Assignor to Samuel Robert Schwartz, New York, N. Y. Filed Nov. 3, 1921. Issued Aug. 15, 1922. Term seven years.

61,374-5-6. Tassel for Lighting Fixture, Loop for Lighting Fixture, Wall Bracket. Barnett Newland, New York, N. Y. Filed Dec. 6, 1921. Issued Aug. 15, 1922. Term three and one-half years.

61,377. Light Fixture. Albert G. Nygren, Milwaukee, Wis. Filed Dec. 8, 1921. Issued Aug. 15, 1922. Term three and one-half years.

Mechanical Patents

1,425,139. Safety Light. William W. Rumsey, Milwaukee, Wis. Filed Feb. 28, 1921. Issued Aug. 8, 1922.

1,425,180. Mechanical Movement. Victor R. Despard, Hinsdale, Ill. Assignor to McGill Manufacturing Company, Valparaiso, Ind. Filed Jan. 2, 1917. Issued Aug. 8, 1922.

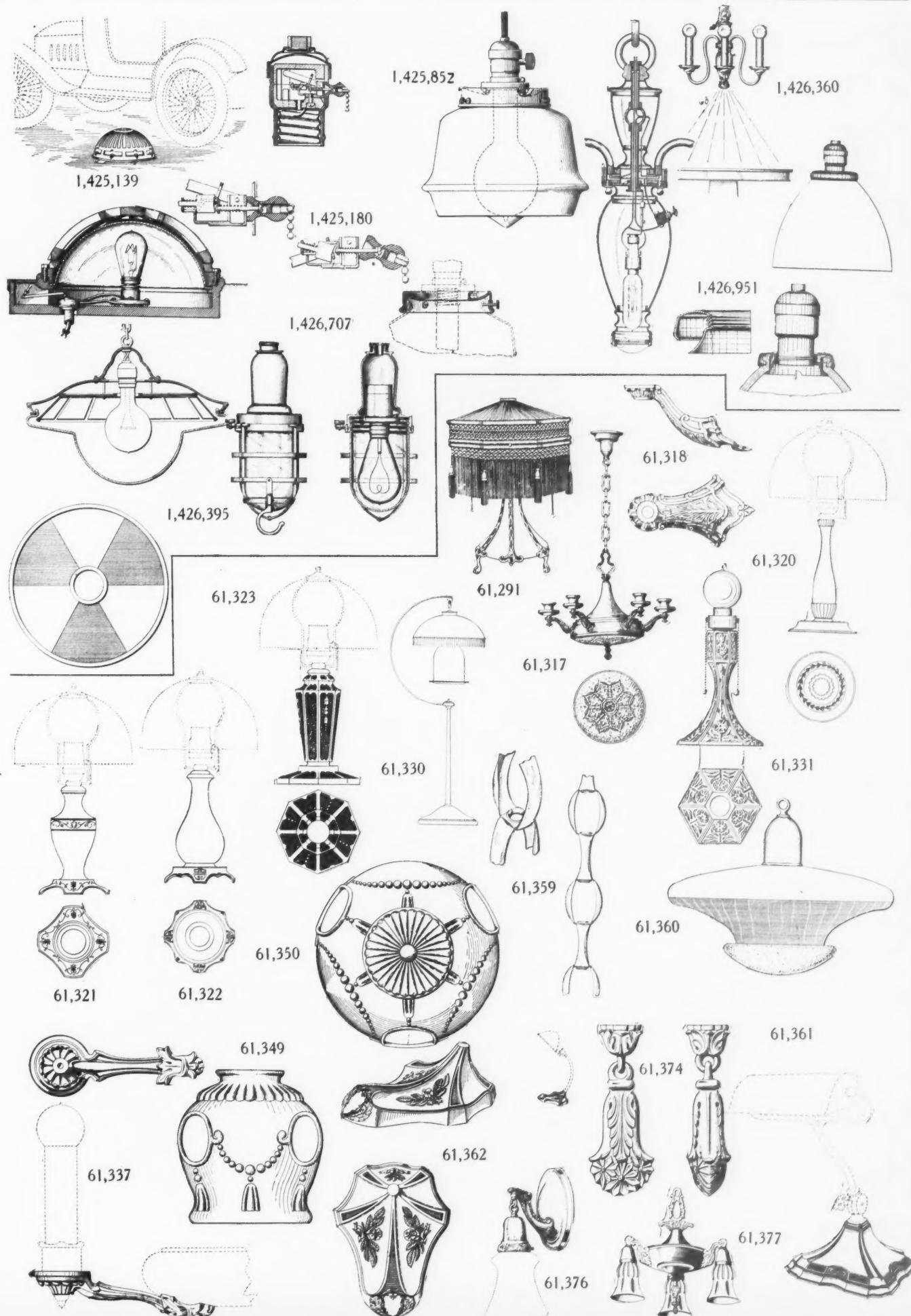
1,425,852. Interchangeable Globe Holder for an Electric Light. Edward A. Gillender, Philadelphia, Pa. Filed Dec. 13, 1921. Issued Aug. 15, 1922.

1,426,360. Electric Lighting Fixture. Leroy G. Clark, Detroit, Mich. Filed Dec. 27, 1920. Issued Aug. 22, 1922.

1,426,395. Daylight Lamp. Niels Lang, Vancouver, B. C., Canada. Filed Apr. 21, 1921. Issued Aug. 22, 1922.

1,426,707. Portable Electric Lamp. Carl H. Bissell, Syracuse, N. Y. Assignor to Crouse-Hinds Company, Syracuse, N. Y. Filed July 13, 1917. Issued Aug. 22, 1922.

1,426,951. Shade Holder for Threaded Electric-Lamp Sockets. George A. Boomer, Waterbury, Conn. Assignor to The Plume & Atwood Manufacturing Company, Waterbury, Conn. Filed Feb. 16, 1920. Issued Aug. 22, 1922.



Copies of illustrations and specifications for patents may be obtained from the
Commissioner of Patents, Washington, D. C., for 10 cents each

New Merchandise to Sell and Where to Buy It

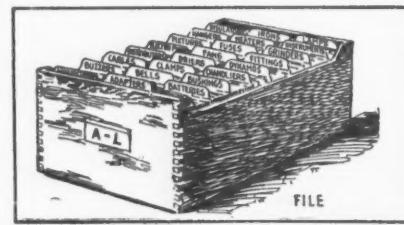
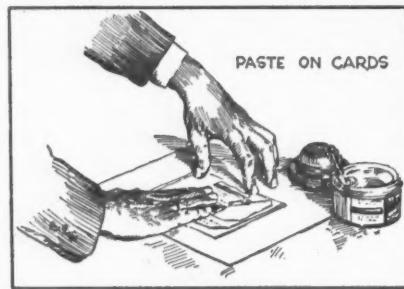
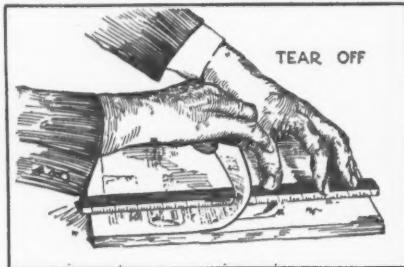
Appliances, Socket Devices and Wiring Supplies Which Manufacturers and Jobbers Are Putting on the Market

Including Many New Appliances for the Home Electrical

How to Use These Pages to Make Your Own Buying Index

Beginning with the September, 1917, number *Electrical Merchandising* has been furnishing its readers with the selective new - merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on *what is made and who makes it* right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a looseleaf catalog or folder.



This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of *Electrical Merchandising*. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.

Christmas-Tree Light Reflectors

Electrical Merchandising, October, 1922

To soften the brilliance of Christmas tree lights, B. Haupt & Company, Inc., of 1049 Broadway, Brooklyn, N. Y., are offering unique little reflectors which slip over the lamp base, catch the light and reflect it back in many pretty colors. They come in a number of different shapes and designs, and give a flower-like effect to the Christmas tree.

Standard or candelabra base can be supplied. These reflectors will be found very useful for block parties, carnivals, etc.

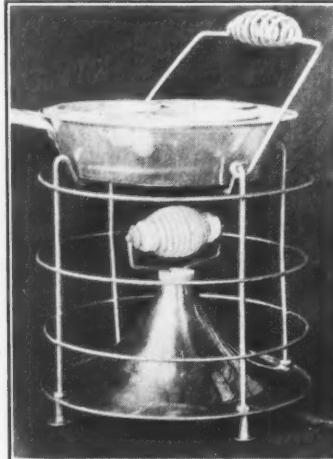


Reflecting Electric Radiator

Electrical Merchandising, October, 1922

Two copper reflecting surfaces curving outward from either side of the heating element are designed to deflect the heat in all directions, in the new "Circo-Flector" electric radiator offered by the Electric Heating & Manufacturing Company, Westlake and Republican Streets, Seattle, Wash.

The heater weighs only 4 lbs., and is rated 660 watts, 100 to 120 volts.



Colored Frosting for Lamps

Electrical Merchandising, October, 1922

A solution for tinting incandescent lamps in various colors is being offered by the Crown Coloring & Chemical Company, 327 Columbus Avenue, New York City.

The feature of this product is that containers are over-sized permitting bulbs to be dipped directly in can. The frosting is quick-drying, non-fading, and is supplied in a large assortment of colors.

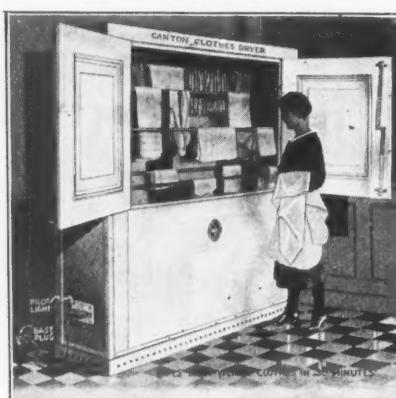


Violet Ray Machine

Electrical Merchandising, October, 1922

An electro-medical apparatus, said to be endorsed by physicians and beauty specialists is being manufactured by the Eleddon-Dun Company, 213 South Peoria Street, Chicago, Ill.

The magnet coil and condenser of the "Violetta type C" machine are mounted in a special die molded base. All molded parts are made of a strong and durable composition and, on account of being die molded, are accurate and uniform, insuring a perfect machine. The height is 4½ inches; diameter 4 inches. Six ft. of cord with plug is furnished with each machine.



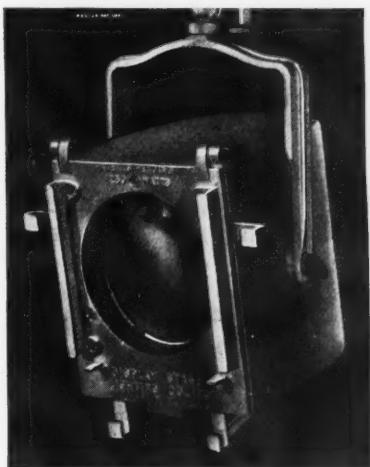
Electrically-Heated Clothes Drying Machine

Electrical Merchandising, October, 1922

The flueless drier, manufactured by the Canton Clothes Dryer Company, Canton, Ohio, is so constructed that the electrically-heating and ventilating units generate ozone which is one of the best known bleaching and sterilizing agents.

The heating element is enclosed in a waterproof radiator of special design, thus overcoming any danger of shock to the user. Connections can be made to any outlet or socket, no conduit pipes being required. Gas heaters can be supplied if desired, the units being interchangeable.

Another feature is the use of large swinging doors instead of sliding racks which minimize the required floor space.



Combination Flood and Spot Light for Window Lighting

Electrical Merchandising, October, 1922

Believing that a fixed lighting system for window display is a light waster, the Display Stage Lighting Company, Inc., 314 West Forty-fourth Street, New York City, has developed a combination flood and spot-light called the "Baby Hercules."

The lamp is of the ventilated type, and is fitted with a spherical reflector and French condensing lens with grooves for color screens, which are furnished with lamp unit.

Two brackets permit the lamp to be attached to floor, ceiling or side wall. When attached to latter, face of lamp is 9½ in. from wall. When used on floor or ceiling height is 11 in.

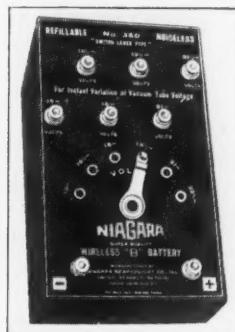
Toy Electric Motor

Electrical Merchandising, October, 1922

For the boy who likes mechanical toys—and what boy doesn't?—the Grand Rapids Manufacturing Company, Grand Rapids, Mich., is offering its toy electric motor. This motor is an exact copy in miniature of the full-power

motors, and runs on two dry cells, 6-volt storage battery, or on 110 volts, alternating current, through a transformer.

The motor may also be had complete with a gear box arranged for attaching any mechanical builder. The engine is mounted on one base, thus permitting the operator to obtain full power for the motor.



Self-Starting Drink Mixer

Electrical Merchandising, October, 1922

Simply placing the drink container in position on the new "Arnold" mixer (No. 11) starts the mixer working. A positive, automatic, self-starting switch instantly starts the motor. No switch needs to be touched.

This mixer has the motor in the base.



Adjustable "B" Battery

Electrical Merchandising, October, 1922

A new type of 22½ volt "B" battery has recently been placed on the market by the Niagara Searchlight Company, Inc., of New York City. This is known as their No. 350 switch lever type "B" battery, consisting of 15 large cells in a substantial package. A switch lever is used permitting the operator to instantly vary the current from 15 up to 22½ volts inclusive. A positive and negative terminal are provided at the lower end of the battery for the positive and negative conductors.

Address the Niagara Sales Corporation, 3-5 Waverly Place, general sales department of the Niagara Searchlight Company, Inc.

The violent-action agitator is mounted in the bottom of the movable drink container, thus eliminating the use of an exposed mixing agitator. Removing the container stops the motor.

The Arnold Electric Company, Racine, Wis., which makes this mixer, is offering another model, No. 15, at the same time. This has an overhead motor, but the mixing also starts as soon as the container is placed in position.

Commercial Lighting Unit

Electrical Merchandising, October, 1922

One of the new Denzars manufactured by the Beardstee Chandelier Manufacturing Company, 223 South Jefferson Street, Chicago, has an ornamented canopy, chain loop, holder, bowl and tassel, and is finished in Colonial gold and relief. Catalogued as No. F22-7, it is designed for banks, school auditoriums, offices, libraries and restaurants.

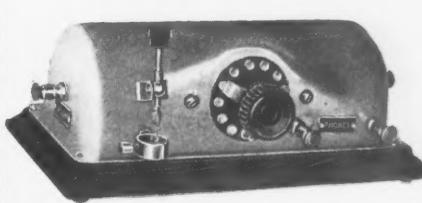
It may be had in standard Mazda C lamp sizes from 100 to 500 watts.

Electric Hot Plate

Electrical Merchandising, October, 1922

A new hot plate, circular in shape, nickel plated, and separated from the table top by a protecting plate and three legs, is being offered by the Rogers Electric Laboratories Company, 2015 East Sixty-fifth Street, Cleveland, Ohio.

Two of these plates have also been made into a "twin-plate" stove, which may be had equipped with a two-way switch for operating one plate or both.

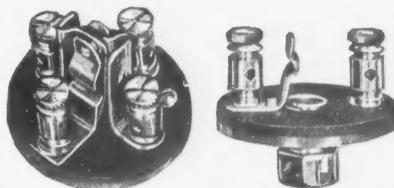


Crystal Receiving Set

Electrical Merchandising, October, 1922

The "Pandora" crystal receiving set now offered by the Brooklyn Metal Stamping Company, 718 Atlantic Avenue, could well be called the "check protector," judging from its small compact appearance and its low price.

All working parts are enclosed in a one-piece metal cover, which is fastened to a mahogany-finish, wooden base. Selective tuning, and a range of approximately thirty miles are claimed for this unit.



Radio Jack

Electrical Merchandising, October, 1922

The radio telephone jacks, manufactured by the Radio Improvement Company, and distributed by the Brown Radio Company, 552 Seventh Avenue, New York City, are made in three types—single open circuit, single closed circuit, and the double closed circuit. The careful, compact construction is said to eliminate practically all inductance between leads.

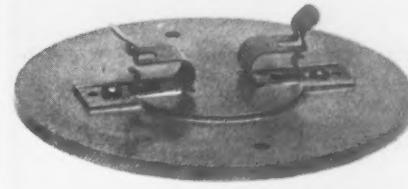
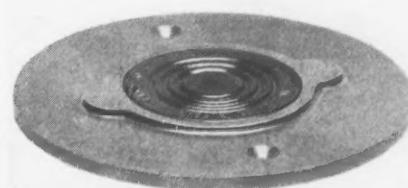
Fire Protective Device

Electrical Merchandising, October, 1922

An inconspicuous bronze device, smaller than a silver dollar, attached to ceilings and connected with electric wiring systems to transmit an alarm of fire, is a new product of the American Fire Prevention Bureau, Inc., 1 Madison Avenue, New York City. This device is known as the "Derby Fire Sentinel."

These devices are preferably wired on a closed circuit system, each floor being a unit. Upon the operation of one of them, resistance is automatically cut out of the circuit, thereby causing the operation of fire gongs and transmitters.

They can be used on wiring systems utilizing primary storage or public service energy up to 110 volts d.c., and may be had for open or concealed work.



Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card.

A "Mystery Lamp" for Your Show Window

BY NAOMI SWETT

The accompanying sketch shows a detailed solution to the "mystery" of the incandescent lamp which has been kept burning continuously in the window of Matthew Aparton of the General Electric & Repair Company, 213 Fourth Street, Portland, Ore. The lamp is suspended from a small wooden scaffolding by a narrow white shoestring.

After continual requests for the solution of the trick, Mr. Aparton has parted with his secret, explaining the mystery as follows:

A small hole is bored on the underneath side of each rear pedestal of the scaffold, through which two very fine copper wires are drawn from under the flooring and led into a fine slit cut into the underneath side of the platform, thence running into the upright post and on through the projecting post. The center thread is drawn out of the shoestring and the two fine copper wires are replaced. In order to make a double contact on the base of the lamp without touching the top of it, a fine hole is bored through the brass side of the base and one of the wires pushed through this hole, where it is then hooked on to the inside of the filament contact wire. The other wire is then slipped through the shoestring for about half an inch and tied around the outer brass base. The empty shoestring covers it from view at that point.

It will be noted in the drawing that a 4-in. magnet was laid directly underneath the wooden platform, which magnet, many onlookers declared, "attracted the electricity to



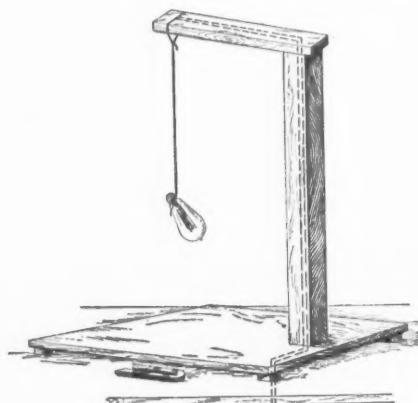
The center cord of the shoestring was first pulled out, and two tiny copper wires were threaded through the opening left. At the point X, under the knot tied in the shoestring, a hole was bored through the brass lamp base, and through this hole was threaded one of the small wires, a loop being made to hook over the lead-wire running from the center contact to the filament. The other small wire, bared and hidden beneath the loop in the shoestring, made contact with the brass shell.

the lamp" from some special contact. Others guessed that a tiny battery was concealed inside the lamp base. One man asked to have two motors which were on exhibition in the window brought inside for his inspection, and when his request was complied with, he said, "Oh, never mind. I wanted to see if they weren't connected in some way with the lamp." Many people knocked against the window and the framework beneath it in an endeavor to put the lamp out, but no one seemed to be able to make a correct guess in solving the "trick." The mystery lamp proved a good advertising stunt, and many out-of-town visitors went out of their way to view and ponder over the paradox.

Taking Advantage of the County Fair

There are few towns so small as not to have at least one "fiesta" week during the year. It may be the annual Home Coming Week and Fourth of July celebration, or, if it is located West of the Continental Divide, it may be a Wild West Reunion and barbecue. But the idea adopted by the electrical industry of Salinas, California, during the recent "Rodeo" and county fair which is an annual feature of that community, would apply to almost any other town, East or West.

There is always an influx of strangers in town during such a cele-



Laying bare the secret of the "mystery lamp" that burned so brightly hung in mid-air suspended by a shoestring! The dotted lines show how the trick was done with tiny wires leading up into the scaffold and connecting with the "wired shoestring."

bration—and few of them have any place to call headquarters during their stay, other than the family automobile. J. F. Pollard, vice president of the Coast Valleys Gas and Electric Company with headquarters in Salinas, working together with the Salinas Electric Store, Posz Electric Shop and Anderson and Doyle and with the co-operation of the California Electrical Cooperative Campaign, resolved to take advantage of this situation by establishing an electrical rest room in the main district of town for the comfort of those who cared to accept its hospitality.

A vacant store was rented and the two windows attractively trimmed with electrical appliances. The walls and ceiling were decorated with the official colors of the "Rodeo" and an inside display arranged of a range, ironer and electric sewing machine. A local furniture dealer supplied comfortable wicker rocking chairs and flowers and palms helped to make the place both attractive and restful. An electric washing machine in operation to show the moving suds called attention to the situation at the doorway and a sign prominently displayed on the sidewalk announced that here was a public restroom with free moving pictures.

Interested Visitors Crowded the Electric Restroom

The effect might well be described as "electric." In place of the handful of visitors for which early provision had been made, the little room was often crowded to capacity, with guests standing up about the walls. The pictures, of course, were made up from a careful selection of electrical films and showed the comforts and value of electricity in the home and on the farm. The audience enjoyed them thoroughly. People who had dropped in for a few moments stayed during the entire two hours of the pictures—and asked if "there would be a change of reel tomorrow." And when they left, there were many who made a discriminating choice of the little electrical pamphlets displayed on a table near the door.

The audience was by no means confined to strangers—in fact, not the least of the benefits of the exhibit, aside from an actual increase in sales, was the good will felt by the community that such an attractive feature was added to their local week of celebration.



Sales Helps for the Dealer

*Show Window, Counter,
Mail Advertising and
Specialty Aids
Which Manufacturers Offer to
Help You Get More Trade*

To Help You Make Your Store a Headquarters for Christmas Toys

To stimulate electrical toy sales and to help the dealer make his store "a headquarters for electrical toys" this Christmas, the A. C. Gilbert Company, is supplying some interesting sales material, including a large billboard poster on toys, in three colors—red, yellow and blue. In addition, the company is supplying dealers with toy year books; a window display cutout in full colors; a toy sign in two colors; consumer folders for enclosing with statements; lantern slides, newspaper electros, and catalog cuts.

Some Advantages of Indoor Electric Drying of Clothes

Indoor drying of clothes is becoming more and more popular with women, as is evidenced by the provision for it in a good percentage of new houses—and the reasons for this growing popularity are listed as follows in an instructive little folder on "Modern Drying in the Home," issued by the Scientific Heater Company of Cleveland, Ohio:

"First, it is the cleanest and neatest way to dry. No soot spots or unsanitary, germ-carrying, road dust can get into the garments. No garments can get soiled by falling off the line.

"Second, it gives privacy to the washing. The family wash is never exposed to public view on the back-yard clothes line.

"It saves wear and tear on linens. Holes in linewear occur where the clothes pins clamp them to the rough line. In the 'Dryolette' the garments are simply laid over smooth wooden rods.

"Fourth, it makes wash day independent of the weather. Let it rain, blow or snow, let it be sleety or muggy, zero cold or sizzling hot, any day can be wash day.

"Fifth, it saves the health of the housewife and of servants. Washing is a wet job. No one should go outdoors with damp clothes to hang on the line. Influenza, rheumatism and

pneumonia may result, to say nothing of chapped arms and colds."

This electrically heated dryer, the folder further explains, provides large accelerated circulation of warm, dry air instead of excessive heat, thus leaving the clothes soft, fresh and sweet-smelling.

Nineteen Days of Hard Labor a Year

Nineteen days of hard labor a year—that is the sentence pronounced on the housewife who does not have an electric vacuum cleaner. In ten years this amounts to nearly seven months of distasteful drudgery, all of which is saved the woman who owns one. A new leaflet issued by the Torrington Company, Torrington, Conn., brings out this point, and tells in a housewife's own words what her experience was in using the cleaner for the first time.

"Just as essential for the home as lawn mower or water faucets," was the verdict of this home maker on the cleaner.

To Help Choose a Cleaner

Twenty points that the housewife should look out for in selecting an electric vacuum cleaner are listed in a helpful folder entitled "To Help You Choose Your Electric Cleaner," issued by the Pittsburgh Gage &

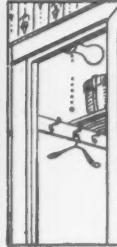
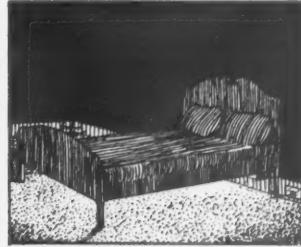
Supply Company, Pittsburgh, Pa. They serve as a useful check for the woman who is not familiar with the mechanical construction of cleaners, and are as follows: Hand grip, switch, bag, bag connection, nozzle, adjusting screw, wheels, brush, motor, locking device, cord, attachments, counter-balance spring, fan, electrical protection, weight, oiling system, simplicity, suction.

The Electrical Alloy Company, Morristown, N. J., announces its new publication, "Electrical Heating Reference Data." The booklet treats the subject exhaustively, from the method of determining the material adapted to certain specific conditions, and the proper size and length of resistance wire, to suggestions for the actual designing of the heating element. A special feature is the charting of the current-carrying capacities of resistance ribbon and strip.

The Commercial Electrical Supply Company, St. Louis, Mo., strikes a note sure to appeal to the feminine heart, in its new folder, "Do You Look Your Best," showing the hundred and one ways in which the electric "Tommy" iron can keep ribbons, laces and ruffles crisp and fresh.

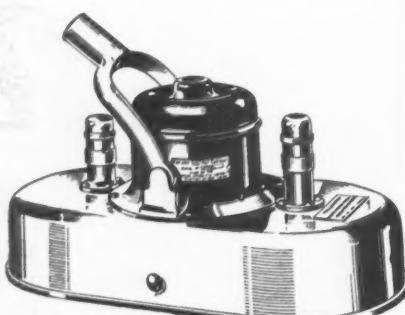
The Duplex Lighting Works, 6 West Forty-eighth Street, New York City, announce three new folders on the "Duplexalite" table and floor lamps and ceiling lights. They are entitled "A Beautiful Home," "Why Must So Many People Wear Glasses?" and "Modern Illumination."

"Better Electric Lighting in the Average Home"



"Better Electric Lighting in the Home" is the title of a helpful 32-page bulletin recently issued by the National Lamp Works, Nela Park, Cleveland, Ohio. In simple, concise language that the average householder can easily understand, it explains the essentials of good lighting in the home, and why practices that were con-

sidered acceptable twenty years ago are undesirable and actually harmful. Numerous sketches illustrate good and bad practice, and also some of the newer lighting possibilities, such as the lighting of the floor from underneath the bed, or of clothes closets. A few of the sketches are reproduced above.



Household Floor Waxer and Polisher

Electrical Merchandising, October, 1922

Wax floors would long since have been as popular as they are beautiful, if they could have been produced by any but the slow, costly and laborious hand method. But now any child can wax and polish a floor, with the new "Sun" waxing and polishing machine developed by the Canadian Floor Waxer & Polisher, Company, 666A Yonge Street, Toronto, Ontario.

Automobile Extension Lamp

Electrical Merchandising, October, 1922

Anyone who has had to change a tire or repair a balky engine at night time knows the practicability of an electric extension lamp. To fill this want, the Cincinnati Specialty Manufacturing

New Merchandise To Sell

(Continued from third page preceding.)

One pushes the polisher back and forth over the floor just as with a vacuum cleaner. The cleaning appliance is a concave aluminum floating disk which contains a large sponge saturated with a cleaning liquid. The complement of the disk is an aluminum ring to which is secured a covering of strong durable duck. These parts screw one into the other, forming a neat compact cone section.

The cleaning pad is followed at the same operation by a floating scouring brush, which thoroughly removes all dirt, leaving a uniformly clean surface.

In construction the waxing pad is similar to the cleaning pad, except that it is faced with leather which is perforated to allow the wax to reach the floor. The waxing pad is followed at the same operation by a floating distributing brush which reaches uneven floor surfaces, and later is used as a brush.

Company, Inc., 1907 Powers Street, Cincinnati, Ohio, has brought out the "Autex" auto reel. This reel is equipped with 12 ft. of reinforced cord, and an automatic lock which permits the cord to be held at any desired length. The reel is 3-in. in diameter and 2-in. wide, and is finished in black enamel with nickel plated trimmings.

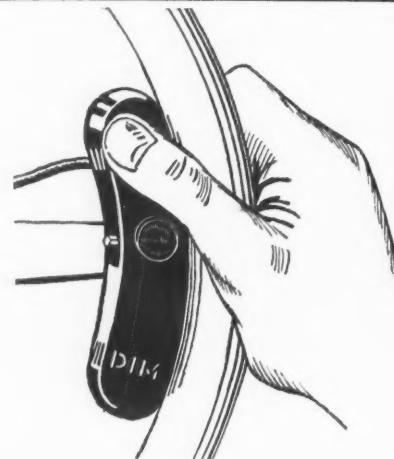
Auto Headlight and Horn Switch for Steering Wheel

Electrical Merchandising, October, 1922

"Right under the thumb" is the new "Roxwitch" headlight and horn control for motorists. This little device lies against the inside rim of the steering wheel, and is operated by the driver's thumb without making it necessary to remove his hand from the wheel.

The switch is enclosed in a brass case, finished in dull, black enamel. It comes equipped with cable and terminals, all ready to attach. It can be installed in any make of car.

The Patton-MacGuyer Company of Providence, R. I., is the maker.



Radio Loud Speaker

Electrical Merchandising, October, 1922

The "Thorophone" radio loud speaker with concert horn is now being offered by the Winkler-Reichmann Company, 4801 South Morgan Street, Chicago.

This loud speaking receiver has a controlled mica diaphragm, and carefully designed sound box, nickel plated throughout. It is simply connected on in place of the head receivers.

The concert horn is a musical instrument, the base and tone arm of which are of mahogany finish wood, the neck of heavy metal and the bell of heavy spun aluminum.

Radio Coupler

Electrical Merchandising, October, 1922

The "every-wire-contact" coupler of the Moreland Sales Corporation, 30 Ogden Street, Newark, N. J., is of light construction and, with an average antenna, will function on a wave length up to 600 meters. There are no taps to solder, and the contact-lever affords the advantage of an every-wire tuning on the primary coil. The secondary or rotor coil is accurately centered and is held in adjustment by two bronze springs attached to solid brass rods rigidly fixed in rotor.

Device for Converting Vases Into Lamps

Electrical Merchandising, October, 1922

Fine vases may safely be made the bases for attractive portable lamps, with the new lamp adaptor offered by the Fulper Pottery Company, Flemington, N. J. The device fits over the vase like a tea pot cover, and thus converts it into a lamp without spoiling the base by drilling. The "cover" is glazed in black, and is complete with standard sockets, wire, plug and shade attachment.

Radio Receiving Set

Electrical Merchandising, October, 1922

"Mu-Rad Type MA-13" receiving set offered by the Mu-Rad Laboratories, Inc., 800 Fifth Avenue, Asbury Park, N. J., includes three stages of radio frequency amplification, a detector and two stages of audio amplification. Its operation is practically identical with that of the "Mu-Rad Type MA-12" receiver, with the exception that the addition of the audio amplification gives greater intensity of signal and permits the use of a horn or loud speaker to make the signals more audible.

Peanut Vending Machine

Electrical Merchandising, October, 1922

Peanuts, warm, crisp and toasty, come from the electrically heated peanut vending machine developed by the Mabey Electric & Manufacturing Company, 968 Ft. Wayne Avenue, Indianapolis, Ind. The operating cost is placed at 2 or 3 cents for a ten-hr. day.

A small electric bulb flashes dimly and brightly every few seconds, attracting attention to the machine.

The machine is 22 in. high and spun from heavy aluminum. It will sell peanuts in drug stores, groceries, theatres, candy stores, cigar stands, shoe shining shops, barber shops, pool rooms, etc.



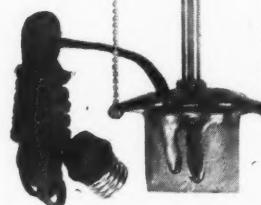
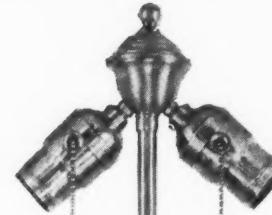
Constant-Potential Battery Charger

Electrical Merchandising, October, 1922

To enable the automobile service station to offer a six to eight hour charging service, the Hobart Brothers Company, Troy, Ohio, has developed its new constant-potential 20-ampere, battery charging outfit.

With this method of charging, batteries are not forced to take in current as with series charging, each battery simply draws in just the amperage it needs, automatically reducing the amount taken as it becomes more nearly charged.

Each battery itself regulates the amount of current it takes in. This eliminates heating and gassing. There is said to be less possibility of harm to a battery under constant potential charging than with any other charging method. According to the maker when a battery is fully charged, it stops taking in current, although left on the line. This is an important feature of constant potential charging.

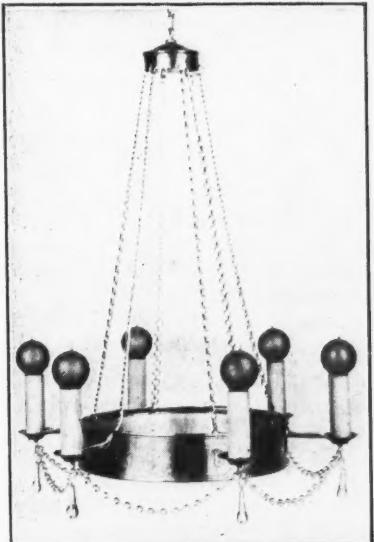


What's new on the market? These pages will tell you. 

Electric Vibrator

Electrical Merchandising, October, 1922
With the new "Drake" vibrator of the Drake Electric Works, 3941 Lincoln Avenue, Chicago, are supplied one rubber cap applicator for face massage; one rubber prong applicator for scalp massage; and one hard applicator for all kinds of body massage.

Weighing only 26 oz., the vibrator is finished in nickel and black enamel and is wound for 110-120 volts.

**Enclosed Commercial Ceiling Light**

Electrical Merchandising, October, 1922

Having a clear crystal top, the new "Type H Reflectolyte" offered by the Reflectolyte Company, 914 Pine Street, St. Louis, Mo., functions with the ceiling in distributing the light. The urn, without surface ornamentation, is blown in one piece of crystal glass, the top or neck remaining crystal, lightly frosted, and the lower part being opal enameled. Thus much of the light is transmitted to the ceiling practically unobstructed—there to be reflected and diffused over a wide area.

These lights are made in four sizes, in close or suspended types, with plain or ornamented parts. They are designed for hospitals and institutions, hotel guest rooms, apartment and office buildings, schools, department and retail stores, banks, and churches.

**Dining Room and Living Room Ceiling Light**

Electrical Merchandising, October, 1922

Six candlesticks spreading from a severely plain inner ring make up a simple but graceful ceiling fixture offered by the Beverly Lights Corporation, Providence, R. I. This "Mayflower" unit is designed for both dining and living rooms. With the glass trimmings, it is finished in old silver; without them, in Flemish brass.

It is distributed through the agency of Comly & Company, 20 East Forty-sixth Street, New York City.

**Commercial Lighting Fixture**

Electrical Merchandising, October, 1922

The fixture used on the new "Crescent-Monax" commercial lighting unit offered by the Crescent Brass Products Company, 8410 Lake Avenue, Cleveland, Ohio, is made of heavy-gauge brass.

The focusable feature of every fixture permits the instant placing of the lamp filament within the bowl in exactly the correct position to assure the maximum lighting results. The sockets are so arranged that they may be raised or lowered so that lamps of from 1 to 500 watts may be used, and in each case the filament will be exactly 5 in. below the set-screws in the holder.

The inside and outside of the glass have smooth, polished surfaces so dust will not collect readily and absorb the light.

**Outdoor Lanterns**

Electrical Merchandising, October, 1922

Two new electric lanterns have been placed on the market by the Liberty Machine Company, Wauwatosa, Wis., namely, No. 3100, ceiling lantern, and No. 2650, porch lantern. The porch type can be used with any $3\frac{1}{4}$ in. fitter, and is attached to the bracket in the same way as a glass ball. The cage, finished in dull black, is 5 $\frac{1}{2}$ in. square at top, 4 in. square at bottom and 7 in. high.

The ceiling lantern type (illustrated) is hung with two screws in canopy, and hinged to allow for replacement of bulbs. The dimensions are 6 $\frac{1}{2}$ in. x 9 in. with a 9 in. canopy. Amber glass is furnished with both models.

Radio Parts

Electrical Merchandising, October, 1922

Radio parts offered by the Champion Radio Company, 4446 Woodward Avenue, Detroit, Mich., include a jack, plug and socket.

With adjusting collars to take up the deviation in thickness on the mounting boards, the No. 10 jack also has phosphor bronze springs, in order to have the least resistance possible.

The plug is of a size convenient to the hand and the combination terminal connectors will accept straight tip, horse-shoe tip or wire. By removing the knurled nut at the back, any number of phones may be coupled up.

The socket's exposed metal parts are all nickel plated and are mounted on unbreakable black fiber.

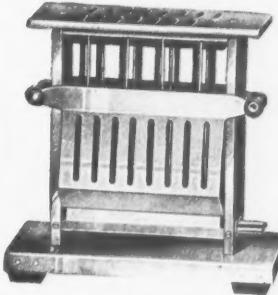
Dishwasher with Attachments for Peeling Vegetables and Freezing Icecream

Electrical Merchandising, October, 1922

To insure the economy of using one motor instead of three for three laborious kitchen tasks, a new electric dishwasher has recently been placed on the market which has a separate attachment for peeling vegetables and an attachment for freezing icecream. "Maxim Maid" is its name, and it is offered by the Maxim Manufacturing Company, 700 West Twenty-second Street, Chicago.

The main tank is of triple-tinned burnished copper, and is mounted on casters. All other parts are of aluminum or brass nickel-plated. It can be plumbed in or used as a portable. It is a splasher-type washer.

All kinds of vegetables can be scraped with the peeling attachment.

**Upright Toaster**

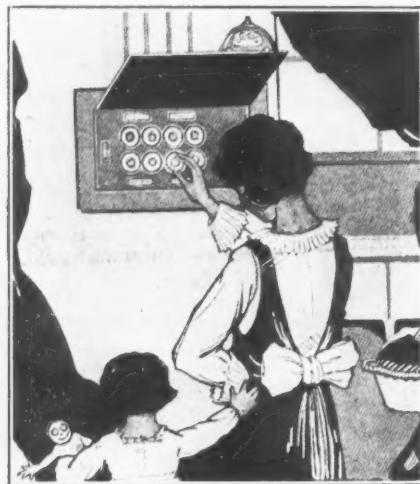
Electrical Merchandising, October, 1922

A bracket on either side, which holds the toast in place, is a feature of the new upright toaster (No. 450) offered by the Redtop Electric Company, Inc., 8 West Nineteenth Street, New York City. Each bracket is equipped with two little fiber disks which serve as handles.

The device is nickel-plated and is rated at 450 watts.

"Can Your Wife Do This With Safety?"

Women know all too little about fuses and how to replace them, and indeed one reason is that their husbands are often unwilling to teach them, fearing the possibility of accidents. "Can Your Wife Do This With Safety?" is the title of a little booklet issued by the



"Can your wife do this with safety?"—cover design of the Benjamin booklet emphasizing the need of safety panel boards to make the renewing of a fuse as simple and safe as possible.

Benjamin Electric Manufacturing Company, Chicago, which puts it squarely up to the husband to "make it possible for you, your wife or one of your children, to disconnect the offending cord or lamp, and then with perfect safety, remove the burned-out fuse and screw in a new one as easily and with more safety than you replace a burned-out lamp."

"These safety panels," the booklet goes on to say, "are made both with and without safety shields or dead fronts. A dead front is an insulated metal shield placed in front of all live parts to prevent the hands from coming into contact with them. When the dead front type is used it is impossible to receive a shock, while those without the dead front are so constructed that one cannot receive a shock unless one deliberately placed a finger on a live part. The probability of receiving a shock is further reduced by keeping the percentage of live parts small and making them inaccessible. These panels are made to replace the wooden box or the steel cut out box with its exposed live electrical parts which are found in the older homes, and for new homes where a thoroughly reliable and safe fusing center is desired."

The Beardslee Chandelier Manufacturing Company, 223 South Jefferson Street, Chicago, tells its "sell them something better" story in booklet form for the benefit of the consumer, in a new pamphlet called "Sell Them Something Better."

The Electric Motor & Engineering Company, Canton, Ohio, has ready for distribution a new catalog on its panelboards and switchboards, which may be had on application.

The Universal Battery Company, Chicago, has just issued a new bulletin on its "Nu-Seal" batteries for farm electric plants. "Of the 400,000 farm light plants now in service, 100,000 will need replacement this year," it declares.

The Condit Electrical Manufacturing Company, South Boston, Mass., is putting out a new industrial handbook on safety motor starters and circuit breakers.

The Autovent Fan & Blower Company, Chicago, Ill., is issuing a comprehensive catalog called "Modern Ventilating Apparatus," illustrating the numerous sizes, designs, types and uses of its fans and blowers.

The Dazey Churn & Manufacturing Company, Warne and Carter Avenues, St. Louis, Mo., is issuing an attractive envelope stuffer, in colors, on the advantages of electric churning, entitled "Churning Isn't Churning Any More."

The Crouse-Hinds Company, Syracuse, N. Y., has just issued its monumental catalog, No. 2,000, on "Condulets." This catalog has been carefully compiled to present the various devices manufactured by the company for use in conduit installations and known under the trade name "condulets." To facilitate selection, various applications of the devices are shown in a great number of illustrations of actual installations, all indexed. One section is devoted to dimensions, and other engineering data. The catalog has 714 pages.

Five Definite Home Lighting Recipes

A new home lighting booklet, short and to the point and illustrated with attractive color pictures, is being issued by the National Lamp Works, Nela Park, Cleveland, Ohio. Called "Five Home Lighting Recipes," it gives brief and specific directions for lighting the kitchen, dining room, living room, bedroom and basement, instead of the rather vague generalities usually given in such booklets.

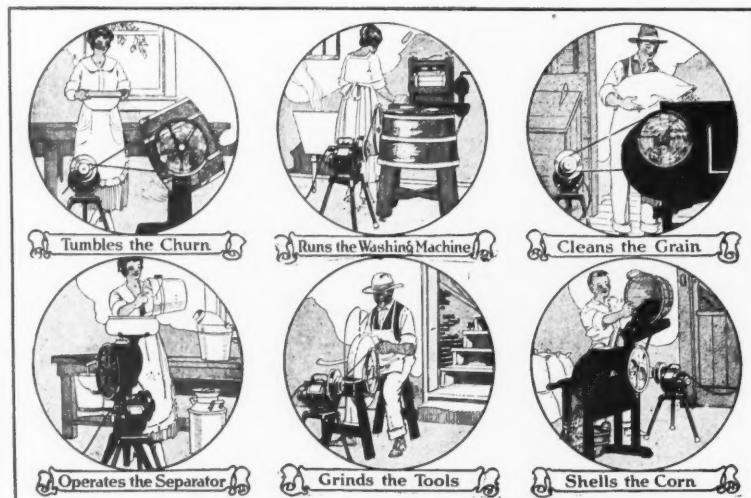
The Hunter Fan & Motor Company, Fulton, N. Y., announces its new catalog, No. 305, on ornamental and plain types of ceiling fans for alternating and direct current.

The Black & Decker Manufacturing Company, Towson Heights, Baltimore, Md., includes a special market analysis to indicate the approximate field for its products, in its newest catalog. The analysis shows the number of manufacturers in each state, in one table, and in another table the number of shops of various kinds requiring automotive equipment.

The Holophane Glass Company, 342 Madison Avenue, New York City, emphasizes the difference between good street lighting at a minimum cost and good street lighting at a maximum cost, in a new 22-page publication entitled "Scientific Street Lighting."

Harvey Hubbell, Inc., Bridgeport, Conn., has ready for distribution, with the dealer's imprint, five new folders, in colors, on its attachment plugs, signal lights, brass shell and candle sockets, and shade holders.

"Just One Portable Motor for All Jobs"



Especially on the farm, there are many forms of labor which, if done by electricity, can be most economically accomplished by the use of a single motor hitched to the mechanical device used. "Just One Portable Motor For All Jobs" is the caption of an attention-getting little folder issued by

the A-C Electrical Manufacturing Company of Dayton, Ohio. The farmer and his wife will thoughtfully study the six sketches, reproduced above from the booklet, picturing the lighting of several of their heaviest tasks. The illustrations are well printed in two colors.



Gossip of the Trade

*Glimpses of
Electrical Men at Work,
at Play, and in Convention—
as Caught by
Lens and Pencil*

Members, Merchandise Bureau, N.E.L.A. Commercial Section

Chairman Oliver R. Hogue of the Commercial Section, National Electric Light Association, has announced the following members of the Merchandise Bureau for the coming year:

F. D. Pembleton, chairman, Public Service Electric Company, Newark, N. J.

William Rawson Collier, vice chairman, Central Hudson Gas & Electric Company, Poughkeepsie, N. Y.

Executive Committee Members at Large: C. E. Greenwood, Edison Electric Illuminating Company, Boston, Mass.; R. S. Hale, Edison Electric Illuminating Company, Boston, Mass.; William R. Collier, Central Hudson Gas & Electric Company, Poughkeepsie, N. Y.; E. A. Edkins, Commonwealth Edison Company, 72 West Adams St., Chicago, Ill.; Thomas W. Berger, Philadelphia Electric Company, Philadelphia, Pa.; Dorsey R. Smith, Consolidated Gas & Electric Company, Baltimore, Maryland; P. M. Parry, Utah Light & Power Company, Salt Lake City, Utah; H. A. Lewis, *Electrical Merchandising*, New York City, N. Y.; Philip Thompson, Western Electric Company, New York City, N. Y.; A. W. Childs, Southern California Edison Company, Los Angeles, Cal.; W. E. Clement, New Orleans Railway & Light Company, New Orleans, La.; T. P. White, United Electric Light & Power Company, Fifteenth Street and Irving Place, New York City, N. Y.

GEOGRAPHIC DIVISION REPRESENTATIVES

Canadian Division, George L. Atchison, Southern Canada Power Company, Montreal, Quebec.

Eastern Division, William H. Wade, Penn Central Light & Power Company, Altoona, Pa.

Great Lakes Division, H. B. Fisk, Public Service Company of Northern Illinois, Chicago, Ill.

Middle Atlantic Division, Frank B. Lawton, Newport News & Hampton Railway, Gas & Electric Company, Hampton, Virginia.

Middle West Division, Walter S. Byrne, Nebraska Power Company, Omaha, Neb.

New England Division, A. H. Allcott, Narragansett Electric Lighting Company, Providence, R. I.

North Central Division, C. S. Kennedy, Ottertail Power Company, Fergus Falls, Minn.

Northwest Division, R. M. Bleak, Supt. Lighting & Appliance Sales, Utah Power & Light Company, Salt Lake City, Utah.

Rocky Mountain Division, Roy G. Munroe, Denver Gas & Electric Light Company, Denver, Colo.

Southeastern Division, W. P. Guinan, Montgomery Light, Water and Power Company, Montgomery, Ala.

Southwestern Division, W. B. McSpadden, City Light & Water Company, Amarillo, Texas.

MANUFACTURER'S REPRESENTATIVES

A. K. Baylor, General Electric Company, New York City; M. C. Morrow, Westinghouse Electric & Mfg. Company, New York City; Neil C. Hurley, Hurley Machine Company, Chicago, Ill.; Fred Wardell, Eureka Vacuum Cleaner Company, Detroit, Michigan; A. G. Kimball, Landers, Frary & Clark, New Britain, Conn.; E. L. Callahan, Westinghouse Lamp Company, 165 Broadway, New York City; P. B. Zimmerman, National Lamp Works of General Electric Company, Cleveland, Ohio; George Hughes, Edison Electric Appliance Company, Chicago, Ill.

NATIONAL ASSOCIATION OF ELECTRICAL CONTRACTORS & DEALERS

C. C. Bohn, Bohn Electric Company, 820 Sixth Ave., New York City.

SOCIETY FOR ELECTRICAL DEVELOPMENT

William L. Goodwin, 522 Fifth Avenue, New York City.

George Richards & Company, 557 W. Monroe St., Chicago, Ill., manufacturers of Hemeo plugs, will conduct a window-trim contest, during October, offering prizes from \$100 to \$5. The contest will begin on October 1 and will end November 30 at 12 p.m. All windows will be judged from the point of view of attractiveness and selling appeal. This contest is being conducted for the purpose of making retailers realize the selling power of good window displays.

The Interocean Holding Company, Inc., importers and exporters, representing among other interests the Auerlicht Gesellschaft, manufacturers of electrical supplies and appliances, and Dr. Erich F. Huth, manufacturer of the "Oscilloscope," a new instrument which, when connected to a sending outfit, visually records the various wave lengths that are being broadcasted, are now installed in new quarters at 151 Fifth Avenue, New York City. Louis Jay Gerson, general manager of the company, was for over twelve years on the buyers' staff of John Wanamaker.

Electric Shows at New York, Salt Lake and Pittsburgh

The New York Electrical and Industrial Exposition will be held at Grand Central Palace, New York City, Oct. 7 to 14.

The Rocky Mountain Electrical Exposition, to be given under the auspices of the Rocky Mountain Electrical Co-operation League, will open Oct. 2 and run to Oct. 14.

Pittsburgh's "1922 Electric Show" is to be held at Motor Square Garden, Pittsburgh, Pa., November 4th to 11th, under the auspices of the Electric League of Pittsburgh. D. P. Lockard is manager of the show, and W. I. Bickford is treasurer. C. L. Pierce, Jr., is in charge of exhibits, J. C. McQuiston is publicity manager, and J. McA. Duncan is in charge of the program.

David Sarnoff has been elected vice-president and general manager of the Radio Corporation of America. Mr. Sarnoff is one of America's youngest executives, being only thirty-two years old. He has been associated with radio for more than sixteen years, and with the Radio Corporation of America since its organization. William Brown was also elected to the office of vice-president and general attorney. Mr. Brown has been connected with the Radio Corporation of America for a number of years during which time he has handled many of the important legal matters that have been incidental to rapid growth of this organization.

The Lindemann Hoover Company of Milwaukee, Wis., a new concern which will shortly market a line of electrical heating appliances and ranges, has appointed to its sales staff L. G. Poe, formerly sales manager of the Rutenber Electric Company of Marion, Ind. E. A. Rutenber, who was also formerly associated with the Rutenber Company, is chief electrical engineer and manager of the electrical department for the new company.

The Moss-Schury Manufacturing Company, Inc., 444 East Woodbridge Avenue, Detroit, manufacturer of electrical specialties, including the "Repeater" fuse plug, announces the appointment of George Crippen as general manager for the company. Mr. Crippen has put into effect a new sales policy in the Moss-Schury Company, so that its products will now be sold through the regular channels of jobber and dealer. The new general manager, who has recently been elected a director of the company, was formerly with the Central Electric Company of Chicago.

Oil Motor Starter*Electrical Merchandising*, October, 1922

Some features of the new hand-operated oil motor starter (type N-4) offered by the Condit Electrical Manufacturing Company, South Boston, Mass., are:

Hand-operated or push-button control; shipper-rod operated (with manual or remote control); undervoltage protection; quick make and break; compactness; and ease of installation.

It is made for motors not exceeding 5 hp., 600 volts.

Marcel Waver*Electrical Merchandising*, October, 1922

Any woman—and particularly she of the bobbed hair—can be her own hairdresser with such devices as the electric marcel waver offered by the Talbot Electric Manufacturing Company, 4224 West Harrison Street, Chicago, Ill. Heat is applied evenly on all sides of the hair being waved.

Radio Cam Switch*Electrical Merchandising*, October, 1922

The "Arkay" universal cam switch offered by the Riley Klotz Manufacturing Company, Newark, N. J., is designed to insure positive and instantaneous control of detector and amplifier circuits under one knob, eliminating the use of plugs and jacks.

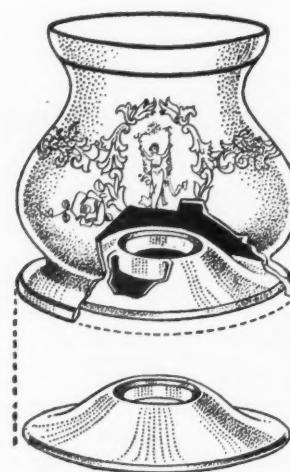
It is equipped to control detector and three stages of amplification, but can also be used for detector and one stage, or detector and two stages. This is accomplished by omitting the connections on the stage or stages not to be used, which in no way affects the operation of the switch on the other circuits.

The switch also provides for filament control of the various vacuum tubes, automatically lighting each successive tube

New Merchandise To Sell*(Continued from third page preceding.)***Candle-Type Shade Holder***Electrical Merchandising*, October, 1922

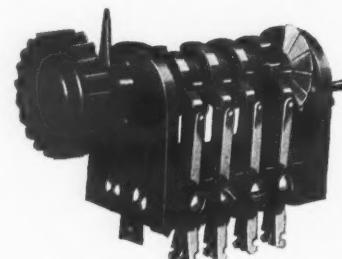
A new product of the Macbeth-Evans Glass Company, Pittsburgh, is a new holder for shades used with the candle-type electric fixtures. It is made of glass and is said to hold the shade in an unvarying vertical position.

This holder fits the bottom of the shade snugly, the candle part of the fixture passing up through the circular hole in the center of the holder. Made of translucent glass, this new holder is said to diffuse the light in such a way that there is no glare to irritate the eyes. It is practically invisible to the eye, whether the bulb is lighted or not.

**Secondary Clock Mechanism***Electrical Merchandising*, October, 1922

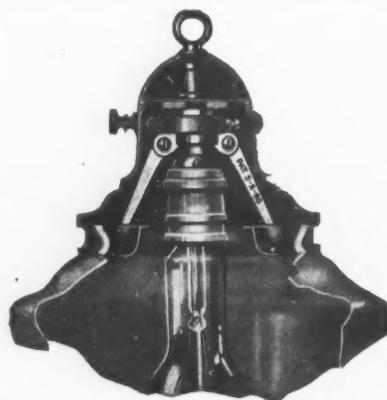
The secondary clock mechanism, which is a part of the "L & A" time system, manufactured by Lockwood & Almqist, Inc., 220 East Forty-second Street, New York City, has 200-ohm windings, and operates on six volts. In operation, the electro-magnetic force pulls up the armature which carries with it the driving pawl. When the circuit is broken, the armature is released, and the ratchet wheel is stopped ahead a distance of one tooth. There are sixty teeth in the wheel, so that for each opening and closing of the circuit the hands are set ahead one minute.

In connection with the "L & A" master clock four dry cells will operate twelve of these clocks for over a year.



as the circuit of that tube is brought into operation.

Aside from its regular uses, the switch can be used as a short and long wave change switch or a send-receive switch for C. W. or radiophone transmission.

**Holder for Lighting Fixtures***Electrical Merchandising*, October, 1922

With the new "Safety-Board" holder offered by the Beardsee Chandelier Manufacturing Company, 223 South Jefferson Street, Chicago, the work of taking down and replacing glassware when cleaning is much simplified. To remove the glass, it is necessary to turn only one screw instead of several, and the two arms then fall by gravity.

Turning a knurled screw on this holder spreads the arms and clamps the globe between the inside of the holder and the curved shoes attached to the arms. The two curved shoes of the holder extend nearly around the inner surface of the neck and provide a surface contact instead of a point contact as in the case of the ordinary screw holder. Being similar in form and of the same material as the holder, the expansion due to the heating of the holder and shoes is practically the same.

Automotive Portable Lamps*Electrical Merchandising*, October, 1922

For service stations, repair shops, public and private garages, the new "White" floor lamps, by their unrestricted adjustability without attention to joints or fastenings, make it possible to concentrate light on any point or working area. By sliding up and down the supporting standard, the lamp bracket may throw light into the interior of an automobile, or the steering gear and crank case, or even under the car.

The "White" adjustable electric fixtures are made in a variety of styles, sizes and finishes adapted to every requirement, whether for ceiling, wall, floor or bench attachment, or for table or desk.

The O. C. White Company of Worcester, Mass., is the manufacturer.

Electric Announcing Device for Vaudeville Theaters*Electrical Merchandising*, October, 1922

With the "Davis Annunciator," made by the Bulletin Machine Company, 10-16 Lock Street, Buffalo, N. Y., the act that is being shown is announced on a painted card illuminated by electric lights, so that names of performers may be read from all parts of the theatre.

When the next act comes on, all that is necessary is to press the button at the switchboard and the cards on each side of the stage disappear out of sight, exposing cards announcing the next act. Cards are always in order, and it is not necessary to disturb them until the programme changes.

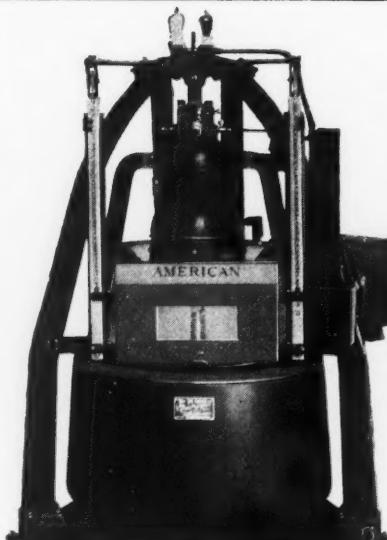
The mechanism is all contained in a pressed steel cabinet, and consists of a simple motor-driven elevator device that picks one card at a time and replaces it.

Automatic Laundry Extractor*Electrical Merchandising*, October, 1922

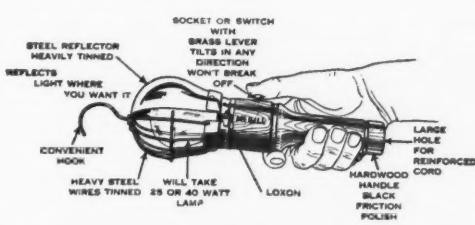
Some of the features of the new "Humatic" clothes extractor for commercial laundries, developed by the American Laundry Machinery Company, Cincinnati, Ohio, are:

A timing device by means of which it is possible to predetermine the time of extracting; and a safety cover which is raised automatically as soon as the basket has ceased revolving and which cannot be raised while the basket is in motion.

The timing device saves much time and labor by making it possible for the extractor man to set his machine for 5, 10 or 15 minutes and then work at some other duty. At the end of that time, the machine will stop and the safety cover raise automatically, thus signifying to him that it is time to come back and unload.



What's new on the market? These pages will tell you 



Thumb-Switch Portable Guard

Electrical Merchandising, October, 1922

Having a convenient thumb switch, so that it may be carried about in the hand, the new lamp guard offered by the McGill Manufacturing Company, Valparaiso, Ind., is particularly adapted for use in garages and the basements of private homes. A 25-40 watt lamp may be used.

Farm Electric Plant

Electrical Merchandising, October, 1922

The Westinghouse Electric & Manufacturing Company is now marketing an electric light and power plant for farms and homes where central station power is not available. The plant is air cooled, and is made in two sizes,—750-watt generating capacity with a 4,500 watt-hour battery; and 1,500-watt generating capacity with a 4,500 or a 6,000 watt-hour battery. The latter outfit is throttle-governed and equipped with a pulley to which may be belted a load not exceeding 3 h.p. The battery is rated on the standard eight-hour rating.

The battery meter is simply a time device having a dial graduated from

0-9, each graduation representing one hour of operation of the engine, and is set by the operator at the number of hours that the plant should operate to charge the battery as indicated from the hydrometer reading, the hydrometer being likewise graduated in hours.

Another advantage of the battery meter is that if a load approximating the capacity of the plant is to be used, such as an electric iron or large motor, it is usually known about how long the load will be on, and the battery meter may be set to stop the plant at the end of that time, making an additional trip to stop the engine unnecessary.

The fuel is contained in the cast iron base and raised by suction of the engine to a simple mixing valve.

Commercial Lighting Fixture

Electrical Merchandising, October, 1922

The enclosing globe of the new "Monalite" commercial lighting unit is made of "Macbeth-Monax" glass—a glass especially designed to transform the harsh brilliancy of modern high-powered lamps into soft, diffused illumination with little loss by absorption. The smooth surface does not collect dust easily.

Loss of light upward is prevented by the design of the holder to form a reflecting surface at the globe opening.

The maker is the Krich Light & Electric Company, 306 Market Street, Newark, N. J.

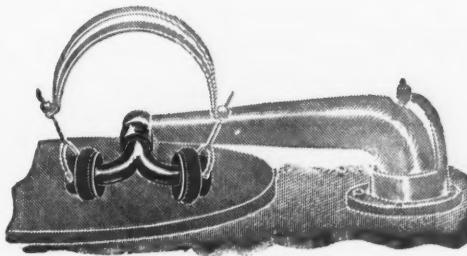


Radio Loud Speaker

Electrical Merchandising, October, 1922

All that is necessary to operate the Alto loud speaker is to remove the reproducer from the tone arm of a phonograph and connect the loud speaker in its place, and then attach the head phones to the loud speaker.

This loud speaker, which is made by the Alto Manufacturing Company, 1801-3 Cornelia Avenue, Chicago, has rubber rings inserted to keep foreign sounds out. It is made of highly polished metal, and may be had to fit the tone-arm of any standard phonograph.



Radio Battery Re-Charger

Electrical Merchandising, October, 1922

"Radio A," the new radio battery re-charger of the King Electric Manufacturing Company, Tonawanda, N. Y., is designed for "parlor" sets, top and meter being flush. The set is finished in olive green, and is quiet in operation. Clips may be attached to either terminal on the battery.

Radio Telephone Head Set

Electrical Merchandising, October, 1922

A new radio telephone head set has been placed on the market by the Globe Phone Manufacturing Company, Reading, Mass., manufacturers of sound-producing and receiving instruments. A double headband is used, the broad band being covered with black webbing, and having no parts that catch in the hair.

A positive adjustment can be made without removing the phones from the head.



Soldering Paste for Radio Use

Electrical Merchandising, October, 1922

The Special Chemicals Company, of Highland Park, Ill., is offering a soldering paste to meet the special requirements of radio. When one-millionth of a watt is being transmitted from the antenna wires, a perfect soldered connection is necessary. Loose joints or joints which have corroded, occasion noise in the receiving set. In the manufacture of "Speco" soldering paste no sal ammoniac is used, thus eliminating, according to the maker, the danger said to be present with sal ammoniac, of drying on the joint, then absorbing moisture, and then corroding.

Radiophone Receiver

Electrical Merchandising, October, 1922

Because the general public had little interest in listening to signals but wanted most the entertainment offered by radio, the "Radio-Art" receiver made by the Radio-Art Company, 44 Whitehall Street, New York City, was especially designed to dim signals and magnify the voice and music.

The cabinet itself is finished in mahogany, and there are no disfiguring binding posts on the panel. The terminals are out of sight at the back of the cabinet, which is mounted on rubber feet.

Two or three-step amplifiers and a loud speaker can be added to the set.

Radio Receiving Set

Electrical Merchandising, October, 1922

The new radio receiving set, type JR-3, developed by the Connecticut Telephone & Electric Company, Meriden, Conn., will reproduce radio telegraph signals over several hundred miles, and radio broadcasting easily within fifty miles. At the same time, it is designed to demand no special skill in operation.

It will receive wave-lengths from 200 to 1,000 meters—covering amateurs, radio telephone broadcasting, commercial ships, etc.

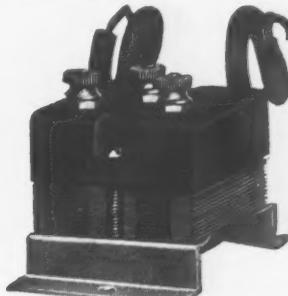
Only three adjustments are required—turning the knob which operates the variometer; turning the tube; and moving an armature across the tube. For operation, only four dry cells are required—no plate circuit nor "B" batteries.

Bell Ringer

Electrical Merchandising, October, 1922

In the new "Vim" bell-ringing transformer (exposed core type) both the primary and secondary terminals are brought out on a single composition block which is of commercially unbreakable material. The coil is small so as to reduce the copper cost, and yet have sufficient turns to keep the magnetizing current within reasonable limits. Upon assembly, the coil and core are impregnated with an insulating varnish.

The Betts & Betts Corporation, 645 West Forty-third Street, New York City, is the manufacturer.



Continued on third page following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card

Columbus League's "Electrical Building" at Ohio State Fair

Significant of the increasing importance of electrical products in everyday life, electrical men in the dealers' division of the Electrical League of Columbus, Ohio, this year had one whole building, 40 by 100 feet, at their disposal at the State Fair, August 28 to Sept. 2. Fourteen exhibitors showed their products in this structure, which was located on the principal walk in the fair grounds.

This exhibit was one of the liveliest on the whole grounds, since within and without its walls demonstrations of the wonders worked by electricity were continually going on throughout the fair week. Dealers were demonstrating to perfection the slogan of the Electrical League—"Do It Electrically."

Every standardized modern household appliance was put to work in the fourteen booths, and expert demonstrators were on hand day and night to "show off" electric washers, ironers, ranges, vacuum cleaners, grills, percolators, toasters, milady's curlers, irons, grinders, attachments for sewing machines, food choppers, etc., and a multitude of other attractions.

The Entrekin Electrical Company, Erner & Hopkins and Avery & Loeb had large and complete displays of radio equipment and parts, and operated six radio receiving sets with loud speakers, attached inside the building, and two more on the outside. Every afternoon and evening during the week these received the concerts broadcasted by the two Columbus commercial stations, WCAH and WBAV.

The following dealers had goods on display: Avery & Loeb Electric Company, Electric Sales Company, Entrekin Electric Company, Erner & Hopkins, Household Appliance Company, Lynn-Harvey Electric Company, McCleery-Carpenter Company, Premier Service Company, Simms Electric Company, Sanford Household Service Company, Welsbach Company, Western Electric Co., and the Columbus Railway, Power & Light Company.

Traveling Salesmen's Associations to Hold Convention

The National Council of Traveling Salesmen's Associations, Inc., will hold its first annual convention at Cincinnati, Ohio, on October 9, 10 and 11. The convention announcement invites all traveling salesmen's organizations throughout the United States to send delegations to the national gathering. "The activities of this association," reads the convention notice, "since its inception have been along lines of national welfare. We refer to our past and present endeavors toward securing the issuance of an interchangeable mileage book at wholesale rates for

which we caused to be introduced a bill, since passed by the Senate, and now being considered by the Interstate and Foreign Commerce Committee of the House of Representatives; we secured a new interpretation of the income tax ruling affecting traveling salesmen, which permits the deduction of hotel charges, meals and other sundry expenses incident to business travel; and we secured the "absentee voting privilege in New York State and assisted toward the passage of similar legislation in New Jersey.

The Traveling Salesmen's Association also intends to urge the passage of bills introduced into both houses providing for the elimination of the Pullman surcharge. The headquarters of the Association are located at the Hotel Claridge, Broadway at Forty-third Street, New York City.



For many years the annual meeting of the General Electric Distributors has been called Camp Dana Bullen—and here he is himself, pictured during that festive week on Association Island. Head of the General Electric Company's supply department for so many years, Mr. Bullen can be called "daddy" to the G. E. jobbers. You can tell by his expression that, as the camera clicked, they were singing that grand old song "Dana Bullen, Here's to You!"

The Maclite Storage Battery Company, Maclite Building, Boston, Mass., manufacturer of Maclite radio and automobile storage batteries, has increased production on radio parts, sets, and batteries, to the point where it is now able to supply a limited amount of its products to dealers and jobbers outside of New England. The Maclite Company manufactures, besides radio and automobile batteries, vario-couplers, variometers, variable condensers, complete tube and crystal receiving sets, and many other items.

The LeBel Manufacturing Company is a new manufacturing business specializing in electrical fixtures, apparatus and supplies. Cyrus Locher, C. Carroll, Frank J. Lausche, J. W. Woods and Frederick W. Green are the incorporators.

Electric Power Club Issues New Edition of Its Handbook

The Electric Power Club, with headquarters in the Kirby Building, Cleveland, Ohio, has issued a new edition of its handbook, covering substantially all the standardization effected in electric motors, motor pulleys, generators, transformers, electric tools, mining and industrial locomotives, control equipment, power switchboards and switching equipment manufactured in this country. The handbook also contains definitions, symbols, general engineering recommendations, and other information needed by users and purchasers of electric power apparatus and control equipment. Single copies will be sent without charge to consulting engineers, architects, electric light and power companies, rated electrical contractors and educators. For others, announces S. N. Clarkson, executive secretary of the Power Club, the charge will be 50 cents per copy.

As already announced, the Power Club's new headquarters offices are located in the Kirby Building, Cleveland, Ohio. R. J. Russell, of St. Louis, is president; T. E. Barnum is vice-president, and C. H. Roth is secretary, with S. N. Clarkson as executive secretary.

The Simplex Metal Spinning & Stamping Company has recently removed its office and factory to new and larger quarters at 97 East Houston Street, New York City. At this address there will also be an elaborate showroom. The company also announces that M. J. Streiff, who for many years has been connected with its sales department, has been appointed vice-president of the company and will make his headquarters in New York.

The Salt Lake City Contractors & Dealers Association has recently been reorganized in an effort to stimulate electrical activity in that branch of the industry. Election returns show: E. H. Eardley, president; G. R. Randall, vice-president; G. W. Forsberg, secretary; A. M. Sisam, treasurer, and C. R. Dodge, member of advisory committee. A luncheon meeting will be held every week at the Commercial Club, in charge of an entertainment committee, and speakers on subjects vital to the industry will be presented from time to time during the year.

The Standard Electric Sales Company of Chicago and Boston, has opened a branch office at 2516 Locust Street, Milwaukee, in charge of F. B. Chouinard as district manager. Mr. Chouinard is well known to the electrical trade in Wisconsin as he has been traveling this territory for several years. The Standard Electric Sales Company has also opened a branch office at 604 Wells Street, St. Paul, Minn., in charge of J. A. Anderson which will cover for the company the States of Minnesota, North and South Dakota, Nebraska and Iowa.

Midsummer Sales Depend on Dealer's Effort

J. A. Robinson of the W. B. Catlett Electric Company, Richmond, Va., personally sold twenty-one electric cleaners in six working days to win a prize in a retail salesman's contest now being conducted by the P. A. Geier Company of Cleveland. C. A. Grumblung, located in a Pennsylvania town of only 550 population sold sixteen cleaners in twelve days, and Mrs. A. M. DuBois of Los Angeles took a prize with nineteen sales in a week.

The contest, organized to co-operate with *Electrical Merchandising's* effort to stimulate midsummer appliance business, drew an entry list of 1,136 salesmen, practically all of whom are showing results far above what would be considered normal in the best selling season. The Geier Company offered a generous prize list, totalling \$3,300, for a contest extending over the two midsummer months, and the returns already received are a complete justification of their claim that appliance sales, even in midsummer, are in direct ratio with the effort put forth by the retailer.

The Bleadon-Dun Company of 213-217 South Peoria Street, Chicago, manufacturers of electro-medical apparatus, informs the trade of the following changes in its personnel: M. H. Sarben, formerly New York manager, has been made sales manager and vice-president of the company. New branch offices and sales representatives have been named as follows: In New York City, T. J. Vonescheon, 1328 Broadway; Philadelphia, J. P. Johnston, 605 Arch Street; Boston, Superior Sales Service, B. Lynch, 830 Washington Street; St. Louis, Fidelity Electric Company, G. H. Cohn, 1724 Olive Street; St. Paul, D. S. Spector, 501 Pioneer Building; San Francisco, Seattle, Los Angeles, Western Agencies, Inc., 711 Mission Street, San Francisco, M. Abrams; Cleveland, Harry C. Turnock, 819 Hippodrome Building; Detroit, A. W. Hillis, 412 Garfield Building; Buffalo, T. B. Supplee, 1357 Warren Road, Cleveland; Cincinnati, Columbus, Louisville, J. C. Boush, 354 Wilson Avenue, Columbus; Pittsburgh, Iron City Electric Company, Mr. Bechtold.

The Greenhut Electrical Supply Company has recently been incorporated to manufacture and distribute electrical supplies, lighting fixtures, fixture parts and lighting glassware. The offices and warehouse are located at 73 West Broadway, New York City.

L. Soldott, formerly of Winnipeg, Canada, has opened a wholesale house at 783 South San Pedro Street, Los Angeles, Cal.

The Driver-Harris Company of Harrison, N. J., manufacturer of Nichrome products, announces the removal of its Chicago branch to enlarged quarters at 562-574 West Randolph Street.

The Plainville Electrical Products Company is the name of a new company recently formed by F. L. Benzon and D. Benjamin to manufacture switch boards, panel boards, etc. The plant is located at Plainville, Conn. Both organizers of the new company were formerly connected with the Trumbull Electric Manufacturing Company, Mr. Benzon for the past fourteen years as manager of the switch board and panel board department and Mr. Benjamin as foreman of that department. "Because of the personal interest taken in every order," says Mr. Benzon, "this company will excel in service. We will put into our service the contraction of our corporate initials 'PEP.'"

The C. H. Ehler Electric Company Dayton, Ohio, is a new \$30,000 concern which will manufacture and sell all kinds of electrical fixtures, apparatus and supplies. The incorporators are Carl H. Ehler, Warren L. Ackley, Frank Hoenig, Wilcher L. Donley and Iva M. Wigler.

The Lightning Fixture Shop Company of Canton, Ohio, has incorporated with a capital of \$15,000, to do electrical work and deal in electrical supplies and fixtures. The incorporators are Austin A. Grogan, Lewis V. Lothamer, Nettie M. Lothamer, Russel L. Lothamer and F. X. Volzer.

C. Brandes, Inc., of New York City, manufacturer of radio headsets, has established a factory at Toronto for the manufacture of Brandes headsets in Canada. C. Perkins, Ltd., Montreal, has been appointed Canadian representatives for the company.

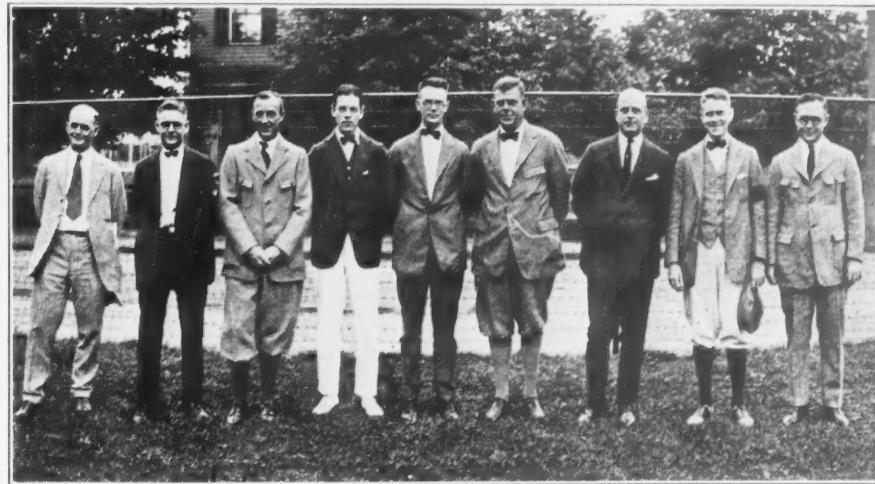
The Electrical Material Company of Chicago announces its removal to 158 West Lake Street, where the company will occupy a four-story building to properly care for its rapidly increasing business.

The Central Radio Laboratories has recently been incorporated to develop and manufacture parts for radio equipment. The new company, whose offices and manufacturing plant are located at 303 Sixteenth Street, Milwaukee, has already established production on one of its initial products, a filament rheostat, at the rate of one thousand per day. E. R. Stoeckle, formerly physicist for the Cutler-Hammer Manufacturing Company, is president of the company and C. R. Hammond is sales manager. Mr. Stoeckle was also previously associated with the Western Electric Laboratories in research and development work in connection with vacuum tubes for radio telephony, and was at one time connected with the physics department of the University of Wisconsin, located at Madison.

The Ohio Cities Radio Company, of Cincinnati, Ohio, has been chartered with a capital of \$50,000 to manufacture and deal in all kinds of radio supplies and equipment. The place of business is at 705 Lyric Theatre Building. Incorporators are Robert J. O'Brien, E. B. Sullivan, Joseph Kolb, Samuel E. Cornish and G. E. Pinnsy.

The Multi-Electrical Manufacturing Company, Chicago, manufacturer of "Powerlet" conduit fittings, has moved into new quarters at 1848 West Fourteenth Street. The company also announces that a new catalog sheet for the jobber's binder, covering box style conduit fittings, has just been issued for the trade.

John C. McLaughlin has withdrawn from the Potomac Electric Appliance Company of Washington, D. C., following three years with that company and 25 years' experience in the commercial department of the Potomac Electric Power Company at Washington.



People have often asked us how it is possible for P. S. Klees, general sales manager of the Tubular Woven Fabric Company to wear his golf clothes out so fast. They seem to be continually at work with "Pete" on all the best courses in the country. And here we see what makes it possible—or we should say who—for here stand his staff of district managers who maintain contact with the best golf links in all the prominent cities so when Pete arrives with his knickers all is ready and no time is lost. From left to right they are: W. C. Kardin, district manager, Chicago; L. P. Kingsley, Chicago office; H. N. Otis, secretary, Pawtucket, R. I.; F. M. MacDuffie, district manager, Philadelphia; E. C. Alcott, district manager, Boston; P. S. Klees, general sales manager; H. W. Kilkenny, district manager, Cleveland; Gray Jones, district manager, Cincinnati; F. W. Brower, district manager, New York.



New Merchandise To Sell

(Continued from third page preceding.)

Flexible Radial Grinder

Electrical Merchandising, October, 1922

The new "Stow" flexible radial grinder, belt-driven, was designed to fill the need for a tool to do grinding with maximum power over a large area—for the operation of abrasive wheels and wire scratch brushes, for work on automobile bodies, for large castings and similar applications. It is furnished in several sizes, depending upon the maximum size wheel or brush required.

This tool may also be used for all kinds of drilling, grinding, boring and wire scratch brush work. As it hangs from the ceiling, it takes up no floor space.

The Stow Manufacturing Company, Inc., 443 State Street, Binghamton, N. Y., is the maker.

Radio Receiving Set

Electrical Merchandising, October, 1922

The new radio receiving set, type JR-3, developed by the Connecticut Telephone & Electric Company, Meriden, Conn., will reproduce radio telegraph signals over several hundred miles, and radio broadcasting within fifty miles. It is designed to receive wave-lengths from 200 to 1,000 meters—covering amateurs,

radio telephone broadcasting, commercial ships, etc.

Only three adjustments are required—turning the knob which operates the variometer; turning the tube; and moving an armature across the tube. No plate circuit nor "B" batteries are required. The set is practically free from "static" interference, according to the maker. Amplification is provided in a separate unit.

Battery Charger

Electrical Merchandising, October, 1922

Beauty has been combined with utility in the new "Radio Homcharger De Luxe," a battery charging rectifier de-



veloped by the Automatic Electrical Devices Company, 134 West Third Street, Cincinnati, Ohio, for charging radio "A" and "B" batteries.

The rectifier is finished in dull mahogany, and has all working parts entirely enclosed, eliminating all danger of shock and fire. It is constructed of high-grade materials throughout—moulded Bakelite base, Jewel ammeter, oversized silicon steel transformer. There are no frail castings to break, as all parts are made from highest quality stampings.

The "Homcharger De Luxe" can be operated by anyone. It is self-polarizing, so that the batteries may be connected either way and they will always charge. It gives a tapering charge, as recommended by battery manufacturers, and is guaranteed not to harm or injure the battery in any way.

It will fully charge any "A" or "B" storage battery overnight at a cost of only a few cents. The construction conforms to the latest Underwriters' requirements and needs no watching.

Cylindrical Shades for Brackets and Candles

Electrical Merchandising, October, 1922

Some new hand-painted, transparent cylinder shades, tapestry and vellum, for brackets and candles, are being put out by the Beales Studio, Hasbrouck Heights, N. J. When unlighted, they give the effect of rich tapestry. They measure 3 x 5 in., and are offered in four designs—conventional, tapestry, floral and birds.

Electric Meat Slicer

Electrical Merchandising, October, 1922

A motor-driven meat slicing machine, designed to slice every kind of boneless meat, whether hot or cold, cooked or raw, is being offered by Josiah Anstice & Company, Inc., Rochester, N. Y. The round leather belt is kept at proper tension by a simple tightener with free running pulley, providing a silent drive for the machine. The motor is protected and the belt guarded by a metal cover.

Electric Percolator

Electrical Merchandising, October, 1922

To extract all the desirable flavor of the coffee, and only a minimum of the bitter tannin, the new "Hold-Heet" percolator is designed so that nothing but boiling water comes in contact with the coffee grounds.

Extra heavy aluminum is the material used, and the percolator is said to be leak-proof, as the heating element is applied on the outside of the pot without any holes, rivets, or seams.

The Russell Electric Company, 340 West Huron Street, Chicago, is the maker.



Compartment Battery Box

Electrical Merchandising, October, 1922

A leaky storage battery is more of a nemesis to radio, as far as damage is concerned, than the fire hazard.

To overcome this disadvantage, the Rub-Tex Products, Inc., Indianapolis, Ind., has recently brought out a battery box for "A" batteries. It is made in three sizes for 6-volt batteries, of 7, 9 and 11 plate capacity. The box has a leaded bail handle with rubber grip, and is guaranteed for two years.

Electric Globe for Gasoline Stations

Electrical Merchandising, October, 1922

Ventilated gasoline, pump globes, oval and round, for gasoline stations, said to be made of semi-indestructible glass, are being offered by the Dawes Electric Sign & Manufacturing Company, 1 Barker Place, Pittsburgh, Pa. If broken by stone-throwers, replacement can be made, according to the manufacturer, at one-fourth the cost of the all-glass globes.

All-Metal Vacuum Tube Socket

Electrical Merchandising, October, 1922

The "National" all-metal socket made by the National Transformer Manufacturing Company, 154 Whiting Street, Chicago, neat in appearance and being made of metal is unbreakable.

The base and barrel are made of brass, nickel plate and highly polished. The barrel is reamed to size to prevent wobbling of tube.



What's new on the market? These pages will tell you. 

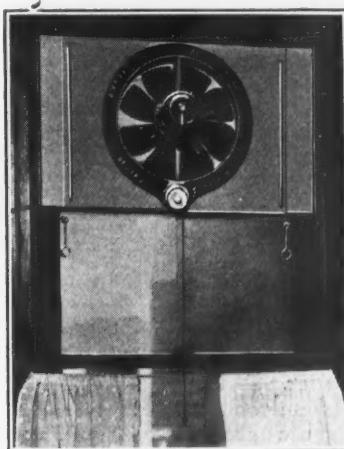
Ventilating Fan Frame for Windows

Electrical Merchandising, October, 1922

To facilitate the ventilation of house kitchens and small rooms, an adjustable fan frame, which firmly supports a small ventilating fan, and which fits windows 24 to 34 in. wide, has been developed by the American Blower Company of Detroit, Mich. The frame is sold with the "Sirocco Ventura" fan as a complete unit and is built of sheet metal. Being adjustable, it fits any ordinary window and can be installed quickly.

Handles for raising and lowering the window, which screw into the sash, are furnished with the frame as well as necessary bolts for holding the fan in the frame, screws, etc. No alterations, carpenter or electrical work are required in making the installation, which can be completed by the man of the house in a few minutes.

The fan, which may be attached to a nearby lamp socket, has a reversible motor. The fan will exhaust hot, stuffy, stagnant air, with odors, smoke and vapors. Then, by simply pulling a string, the motor reverses and the fan brings in the fresh, out-door atmosphere.



Vegetable Peeler

Electrical Merchandising, October, 1922

The up-to-date hotel, restaurant or club kitchen requires a power peeler to reduce the waste of vegetables as well as to save the labor required in hand peeling.

The "Sterling" peeler, offered by Josiah Anstice & Company, Inc., Rochester, N. Y., removes the skins from po-

tatoes, carrots, turnips and other vegetables. The method of peeling is as follows:

The potato is placed on a disk at the bottom of the cylinder, which spins at high speed, rubbing the potato against the cylinder walls. These walls are covered with a sharp, rough coating, which scrapes off the skin of the vegetables. A stream of water washes the vegetables as they are being peeled.

frame or pins, all these parts being eliminated. In spite of the absence of springs the wrench takes hold and releases instantly at the option of the user.

Another feature is the double set of teeth on the main jaw. The movable jaw can be engaged at the option of the operator with either of these sets of teeth, with consequent lengthened life. The wrench is being manufactured in 8, 10, 14, 18 and 24 in. sizes, of which the three smaller sizes are already on the market.



Multiple Drilling and Tapping Machine

Electrical Merchandising, October, 1922

A new "Landau" sensitive multiple drilling and tapping combination machine has recently been announced by the Landau Machine & Drill Press Company, 45 West Eighteenth St., New York City.

Each spindle is instantly converted, either for drilling or tapping without

adding or removing anything. Each spindle is a complete unit, and may be used individually. The remaining spindles may be idle or all may be operated together for multiple drilling or tapping.

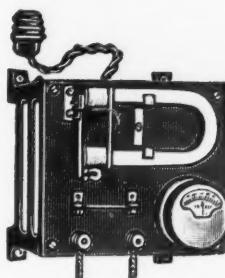
The main drive is centrally located, mounted on high-grade ball bearings, which absorbs the full load capacity of the entire head. Each spindle is equipped with upper and lower thrust bearings, and is fully and readily adjustable both radially and vertically.

Radio Battery Charger

Electrical Merchandising, October, 1922

The radio battery charger offered by the Fore Electrical Manufacturing Company, Inc., 5255 N. Market Street, St. Louis, Mo., is self-starting, and upon resumption of the line current the charging is continued. It is entirely safe to put a battery on charge during the night. The ampere charging rate also reduces as the voltage of the battery rises and the charge nears completion so that the battery will not be harmed by leaving it on over charge.

The cost of current to charge the average radio battery would be less than five cents. This rectifier is also simple in its operation and is fool proof. It is always ready and can be readily carried and attached to the battery wherever it is located.



Meat, Food and Vegetable Chopper

Electrical Merchandising, October, 1922

The motor-driven "Buffalo" meat chopper offered by the John E. Smith's Sons Company, 50 Broadway, Buffalo, N. Y., can save the restaurant keeper many dollars by making sausage meat, hamburger steak, hash and croquettes, out of the cheaper cuts of meats, trimmings, and leftovers.

It is also used for cutting up all kinds of vegetables for soups — parsley, spinach, mint, veal loaf, minced ham, bread and cracker crumbs and forced meats for sandwiches.

Electric Hair Clipper

Electrical Merchandising, October, 1922

The "Harrah" electric hair clipper, which has been placed on the market by the Harrah Manufacturing Company of Kansas City, Mo., and which (with the exception of the blades) is being manufactured at the Ft. Wayne works of the General Electric Company, is a small and compact device designed with special attention to its lightness, coolness, speedy operation and ease of manipulation.

The clipper is driven by a motor in the handle of the device. The handle is shaped to fit the hand and is made of aluminum, the low conductivity of which assures coolness. Coolness is further promoted by providing openings in the casing, constituting a special ventilation device.

Equipped with a thoroughly flexible lead, which attaches by means of an attaching plug to a convenience outlet, or to a lamp socket, it obviates the necessity of a stand or a trolley.

Electric Meat Chopper

Electrical Merchandising, October, 1922

The meat and food choppers offered by B. C. Holwick, Canton, Ohio, are designed to handle all kinds of meat. The chopper has a large mouth, permitting free feeding of large pieces of meat—it can be instantly removed and other attachments used. The motors are $\frac{1}{4}$ and $\frac{1}{2}$ h.p.

Crystal Detector Stand

Electrical Merchandising, October, 1922

The new "Universal" detector stand manufactured by the Pacent Electric Company, 150 Nassau Street, New York City, is dust proof, rust proof, and fool proof. Adjustment is easily made and held by the employment of a special universal joint. The stand has a molded top and base with a substantial ground glass covering. All binding posts and metal parts are carefully machined. It is extremely neat and has an appearance of precision which will be appreciated by the radio user.



Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card

Growing New England Town Needs Live Electrical Contractor

A small and beautiful old village in Vermont is now experiencing a marked "boom" after nearly 150 years of sleepy growth. The village is located about one mile from the fastest growing men's college in New England. The adjacent college town is so overcrowded with students, faculty members and townspeople, that the housing accommodations are seriously inadequate. As a result, the village is receiving a large overflow population. Not a single house is unoccupied in the village, and new houses are being put up fast.

In this village and the adjoining college town there is *just one electrical contractor*, writes C. C. Hills, 901 Hume-Mansur Bldg., Indianapolis, Ind. This contractor has more work than he can possibly do, summer and winter. There is an excellent opportunity for a young man to locate in the village, open up a shop and make money. Provided he does good work and is reasonable in his charges, he will have more work than he can do. The village has a good school, excellent churches, electric lights, telephones, water, and practically every modern improvement.

"Nobody wants to sell anything to a new electrical contractor," says Mr. Hills; "what is wanted is an ambitious and competent young man to do work that is crying aloud to be done. To such of your subscribers who want more complete information I shall be glad to give it if they will write and request that I do so."

A. A. Grogan, formerly manager for the Moock Electric Supply Company of Canton, Ohio, has opened a store of his own at 827 Market Avenue, North Canton, under the name of "The Lighting Fixture Shop."

The Jefferson Glass Company of Follansbee, W. Va., announces the removal of its Chicago office to the State-Lake Building, Room 1008, where a complete line of illuminating glassware and automobile lenses is on display. J. E. Pierce is in charge of the Chicago territory for the company.

The Westinghouse Electric & Manufacturing Company announces that its field location at Richmond, Va., has been changed to a sub office which is located in the Virginia Railway & Power Company Building, Room 503, Seventh and Franklin Streets. W. O. Feale, formerly field representative, has been placed in charge of the new office.

The Foote-Burt Company, Cleveland, announces that it has taken over completely the Bell Washer & Wringer Company, former manufacturer of the Aerobell washing machine, which appliance is now being manufactured by the Foote-Burt Company.

The General Radio Laboratories, Inc., 1730 Tribune Building, Chicago, has been organized for research and wholesale distribution of radio equipment. R. L. Steffey, vice president, announces that the main purpose of the company will be to serve as distributors of high grade radio apparatus ranging from complete sets to spare parts. The officers of the company are R. H. O'Connor, president and treasurer; R. L. Steffey, vice-president, and F. G. Steffey, secretary.

The Klaus Radio Company, Eureka, Ill., has established a dealers' service department. This new department will be managed by Harold Greiner, an electrical engineer and graduate of the Milwaukee School of Engineering. Mr. Greiner will answer questions concerning radio for dealers and help them to build their business on radio equipment by fitting them to give service to their customers.

Huntington (W. Va.) Elec- trical Men Plan Local Association

As a result of an address, urging better service to the public and the organization of a local association to further that end, delivered by Lawrence W. Davis of the National Association of Electrical Contractors and Dealers to the electrical contractors and engineers of Huntington, W. Va., at the Frederick Hotel, plans were formulated for a local association in Huntington.

"Electrical conveniences in the American home are only beginning to be known," Mr. Davis said. "The public must be educated to the numerous advantages of electricity in every department of home life before they can appreciate the great assistance that science has lent to the home's upkeep."

The Fibre Conduit Company, Orangeburg, N. Y., has acquired the plant of the American Fibre Conduit Corporation at Fulton, N. Y., and the conduit manufacturing business of the Johns-Manville Company at Lockport, N. Y., and has appointed Johns-Manville, Inc., as sales agent for its products.

Nygren & Company of Milwaukee have recently entered the electrical industry as designers, manufacturers and distributors of lighting fixtures. The company's headquarters are located at 374 East Water Street. A. G. Nygren is president.

Thomas W. Rolph has been appointed managing engineer of the scientific street lighting department of the Holophane Glass Co., Inc., 342 Madison Avenue, New York, N. Y., with works at Newark, Ohio. Mr. Rolph is an electrical engineering graduate of Cornell University, 1907. After finishing college he was commercial engineer for the Holophane Company until 1913. From 1913 to 1920 he was employed in the metal reflector division of the General Electric Co. Mr. Rolph's new duties with the Holophane Company will be to promote scientific street lighting as opposed to wasteful practice.

The Cincinnati Radio Equipment Company of Cincinnati has been incorporated with a capital stock of \$50,000 to manufacture and deal in all kinds of radio equipment. The incorporators are John R. Linneman, Ernest E. Harris, George L. Havers, B. N. Linne-mann and Edward Carley.

The Electrical Merchandising Corporation, 106 South Jefferson Street, Chicago, has entered the field of selling direct by mail. A. E. Novey, president of the company, was formerly president of the Co-operative Electrical Supply Company of Chicago. The new company is carrying regular lines of fixtures and wiring materials. Alfred Bernstein is vice president and I. Becker is secretary.



Even though a ball game was the feature event at the annual outing of the Independent Associated Electrical Contractor-Dealers of Greater New York, certain of the guests found interesting attractions on the beach at New Dorp.

At this vantage point are John P. Radcliff, Jr., general manager Yonkers Light and Power Company, and C. N. Lewis, manager, heating bureau, New York Edison Company.

The Ohio Electric & Controller Company of Cleveland, Ohio, has appointed Paul H. Diver, formerly sales representative for the company, as sales manager. J. C. Page, formerly with Robbins and Myers, in the Cleveland district, has been appointed sales representative for the company.

The Halliwell Electric Company, manufacturers of violet-ray apparatus, has removed its office and factory to new and larger quarters at 115-119 Fourth Avenue, corner Twelfth Street, New York City.

Fixture Market and Conventions, Cleveland, Jan. 15-20

At a meeting of the Fixture Market Committee held in Philadelphia, in September, it was decided that the 1923 Convention and Fixture Market will be held in Cleveland, the week of Jan. 15, 1923.

Instead of holding the conventions and Fixture Market in a public auditorium, as has been customary in the past, the 1923 Convention and Market will be held in a hotel. There will be no special effort put forth to have the public attend, it being the consensus of opinion that a great deal more can be accomplished by confining the entire week to the interests of the manufacturers and dealers.

Ample space will be acquired in local hotels for the carrying out of the program and sample rooms will be adequately arranged so manufacturers can exhibit their designs.

"It is too early to announce the details of the convention programs," states Charles H. Hofrichter, who is the executive officer of both the Dealers' and Manufacturers' Organization. "A good portion of the program however, will be devoted to educational work which should prove very helpful to everyone who attends."

The officers of the Lighting Fixture Dealers Society of America are: Chas. E. Scott, president; R. D. Paxson, vice president; H. I. Sackett, treasurer; Chas. H. Hofrichter, business manager.

The F. W. Wakefield Brass Company, manufacturer of Red Spot lighting specialties, announces that plans are now under way for enlarging its factory at Vermilion, Ohio. The company reports substantial increase in demand for lighting fixtures.

J. G. Barry, sales manager of the General Electric Company since 1917, and manager of its railway department for many years, has been elected a vice-president of the company. Mr. Barry has been connected with the General Electric and Thomson-Houston Companies for 32 years, and is 52 years old. He was first employed in the production department of the Thomson-Houston Company in Lynn, in 1890. A year later he was transferred to the construction department of the Boston office and in 1894 entered the railway department at Schenectady, following the organization of the General Electric Company. Mr. Barry worked up to the position of assistant manager of this department in three years, and in 1907 was appointed manager, in which position he exerted a marked influence on many aspects of the company's sales problems and policies. His success as manager of the railway department, one of the important divisions of the organization, led to his appointment in 1917 as general sales manager and his present promotion to vice-president.



"It's all in the state of mind," says R. J. Strittmatter, sales manager of the Apex Electrical Distributing Company, Cleveland. "You remember that story of the hot day in the South when the heat was so intense that it popped the corn in a corn crib, and a mule standing nearby, thinking it was a hailstorm, lay down on the ground, closed his eyes, shivered, and froze to death!" With Mr. Strittmatter is F. W. Price, the Apex Company's Eastern district manager.

San Bernardino—F. C. Barnum, 426-428 Fourth Street, successor to R. G. Allen and Ernest Sanderson.

San Francisco—Reliable Electric & Fixture Company, 955 Mission Street, W. J. A. Collonan, proprietor. Successor to Henry A. Bowen.

San Pedro—The Washer Wilson, C. H. Carnahan, manager, 378 Sixth Street. Washing machines.

S. P. Haan and T. H. Wakeman, 7th and Pacific Streets.

Santa Monica—B. & O. Electric Shop, Bushow & Ogilvie, proprietors, 2408 Main Street.

San Joaquin—M. W. Hild will move to Market Street, near California Avenue. Present address, 106 West Weber Avenue.

CANADA
Vancouver, B. C.—Wallace Electric Company, 919 Granville Street.

COLORADO
Walsenburg (Huerfano County)—Walsenburg Electrical Supply Company, T. A. Dickey and others.

CONNECTICUT
Hartford—Barrett & Franklin Electric Company, 151 Maple Avenue.

New Retail Electrical Stores

CALIFORNIA

Alameda—Strom Electrical Company, 1350 Park Street.

Arcadia—McDonald Bros.

Claremont (Los Angeles County)—Hall & Son, 114 Yale Street.

Long Beach—David Roney, 348 South Spring Street.

Los Angeles—Beacon Light Company, 716 South Hill Street.

Manhattan (Los Angeles County)—Manhattan Electric Shop, 106 Marine Avenue, J. Smiley, proprietor.

Oakland—La Paugh Electric Company, 3314 Telegraph Street. Hartman Electric Company, 4733 East 14th Street.

Oxnard (Ventura County) — Carl Fischer.

Placentia (Orange County)—Percy L. Bradford.

Waterbury—Ronel Electric Company, 74 Kenilworth Street, Robert Liddell, proprietor.

Lambert & Sabo, 28 Maple Avenue.

FLORIDA

West Palm Beach—Neel Electric Company has taken over Electrical Equipment Company, 316 Banyan Street, and will consolidate two companies. Miss Florence E. Neel, manager.

ILLINOIS

Chicago—Superior Electric Company, 4428 Broadway. F. A. Flavine and others. White Beauty Electric Company, 5411 East Ravenswood Avenue, Allen Anderson and others.

J. H. Wise, 2104 West Division Street.

East St. Louis—General Appliance Company, 214 Collinsville Avenue, successor to E. A. Koeneman Electric Company.

Flora (Clay County)—Clark & Carroll, North Avenue, successors to Parton Electric Company.

Jacksonville (Morgan County)—Domestic Electric Products Company, B. R. and L. F. Hieronymus, proprietors, 221 South Sandy Street.

INDIANA

Elkhart—Mudge Radio Sales Company, J. F. and J. W. Mudge, 247 Haynes Building.

Winchester — Thomas McElvain, East Franklin Street.

IAWA

Adel — Luther Electric Shop, Donald Luther, proprietor, successor to Ralph Hoffmann.

Marshalltown—Arthur & Walter Wieland, 108-111 South Center Street, successors to McCarten Electric Company.

Sibley (Osceola County)—Delco-Light Company.

St. Charles (Madison County)—Lester Dickson. Successor to Floyd Cosard.

KANSAS

Beloit — Mill Street Electrical Shop, Thomas & Glover, proprietors. Successors to Collins & Glover.

Topeka—Apex Electrical Company, 208 West Sixth Avenue. Chandeller Shop, 5526 Van Buren Street.

KENTUCKY

Hazard—Green & Taylor, successors to S. Wiley.

Scottsville (Allen County) — Brazwell Electric Company, successor to Wilson Electric Company.

MARYLAND

Hagerstown — David U. Conner, 711 Salem Avenue. Roy W. Middlecamp, 136 West Franklin Street.

MASSACHUSETTS

Gardner (Worcester County) — Berlo Bros., West and Ash Streets, successors to William J. Trique.

Lowell—John J. Hogan, moved to 24 Central Street.

MICHIGAN

Detroit—American Electric Company, 1531 Broadway Street. Spiewak Brothers, 2570 Trowbridge Avenue. Yancker & Straeger, 4753 Hastings Street.

Marine City (St. Claire County)—Fred A. Smith, successor to Smith & Grandy.

Mariette (Sanilac County)—J. A. MacCallum. Adding radio department to auto business.

Saginaw—F. Schmerheim, moved to 210 North Hamilton Street.

MISSISSIPPI

Meridian—Jackson Electric Company, 2221 Sixth Street. V. W. Adkins, 27 Masonic Building.

MISSOURI

Carrollton—Carrollton Radio Shop. Electric and radio supplies.

Richmond (Ray County)—Gaines Electric Shop, Atwill Building, East Main Street, James W. Gaines, proprietor.

(Continued on page 128.)



New Merchandise to Sell

(Continued from third page preceding.)

Dining Room Light

Electrical Merchandising, October, 1922

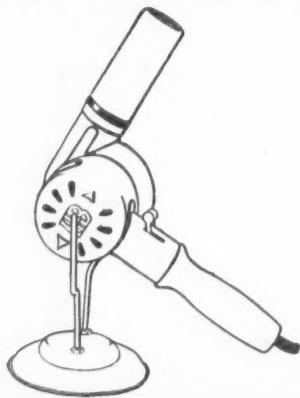
While flooding the table with light and displaying to their fullest attractiveness, snowy linen, shining silver, sparkling glass and tasteful foods, the new "Ivadine" dining room light shades the eyes of the diners and softly illuminates the other parts of the room. The 16-inch glass shade is decorated with morning glory vine on a parchment-like background, to give a Japanese effect. Several fixture manufacturers make hangers for the "Ivadine." The one shown here is finished in Butler silver with black relief on castings.

The unit is offered by the Ivanhoe-Regent Works of the General Electric Company, Cleveland, Ohio.

Hair Dryer

Electrical Merchandising, October, 1922

The new No. 3 hair drier offered by the Hamilton-Beach Manufacturing Company, Racine, Wis., can be held in the hand when used, or else can be set in a stand which is supplied. Aluminum is the material used for the case.

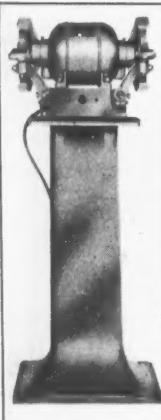


Measuring Instrument for Radio Transmitter

Electrical Merchandising, October, 1922

A new device, called the "Oscilloscope," is being distributed by the Interocean Holding Company, 151 Fifth Avenue, New York City.

The "Oscilloscope" is an important apparatus in that it pictures vividly and characteristically what is happening in the antenna circuit.



Bench Grinder

Electrical Merchandising, October, 1922

In designing the new 8-in. electric grinder of the Black & Decker Manufacturing Company, Towson Heights, Baltimore, Md., special attention was paid to bearings, for durability. The wheels measure 8 in. in diameter, and the unit weighs 75 lb.

The grinder may be had complete with two 8 in. grinding wheels, wheel guards, tool rests and a toggle switch in the base, and pedestal.

Portable Switch

Electrical Merchandising, October, 1922

A switch of many uses, the "Anylite" portable switch, has been put on the market by the Anylite Electric Company of Fort Wayne, Indiana. This switch can be inserted in any Edison base socket and any light or appliance controlled by it. However, it is particularly adapted for kitchen wall sockets to control electric irons having no switch in the cord, thus eliminating the inconvenience of removing the iron plug to cut off the current. It is inserted with a twist of the wrist and operated by a snap of the thumb.

Automobile Signals

Electrical Merchandising, October, 1922

The "Day-N-Ite" automobile signals, offered by the Day-N-Ite Auto Signal Company, 91 Second Avenue E., Cedar Rapids, Iowa, consist of two simple semaphore arms attached to right and left hand sides of the wind-shield and operated by push buttons on the steering column placed within easy reach of the driver.

Their normal position is folded vertically alongside the windshield. When the driver wishes to signal to traffic in either direction his intention to turn to the left, he pushes the left hand button, and the semaphore arm falls into a horizontal position. A turn to the right is indicated by lowering the right hand semaphore.

At the end of each semaphore is an electric light housed behind a powerful bulls-eye lens. Following the standard maritime and railroad practice in the matter of color, the left hand bulls-eye projects a red light while the right hand bulls-eye projects a green light.

Lamps are illuminated only when semaphores are dropped into the horizontal signalling position.



Motor-Driven Woodworking Machine

Electrical Merchandising, October, 1922

A woodworking machine that is a complete, portable little planing mill for performing fifteen different woodworking operations, is a new product of the Hutchinson Manufacturing Company, Norristown, Pa. Here are a few of the places where it can be used: Carpenter shops, contractors, builders,

lumber companies, pattern shops, furniture factories, cabinet makers; sash, door and blind makers; musical instruments, wooden toys, boats, hotels, department stores and schools.

And here are a few of the things it will do:

Cuts like a big swing saw; makes square cuts on long pieces; makes dadoes out of shelves and racks; grooves and plows for furniture building, etc; makes accurate miters for cabinet makers.

Ironing Board Cover

Electrical Merchandising, October, 1922

A useful laundry accessory, for the electrical dealer to sell, and one that the housewife will appreciate, is the sturdy, white duck ironing board cover offered by the Snow-White Products Company, 249 West Thirty-fourth Street, New York.

This cover, when fitted over the ironing board, is laced over the back of the board, and thus dispenses with the old method of pinning and tacking to the board.

It provides a smooth surface for ironing, eliminating shifting and forming of wrinkles, which are a constant bother to user.

The cover is reversible four times, and may be laundered.

Radio Head Set

Electrical Merchandising, October, 1922

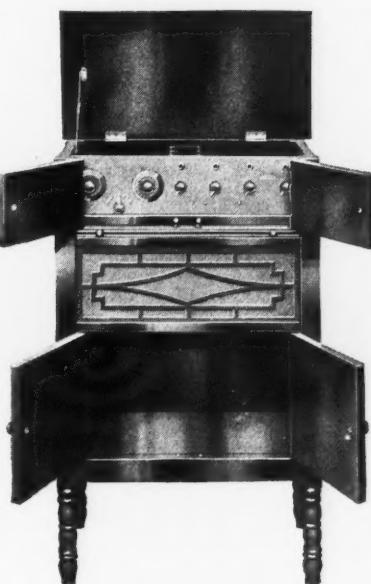
The No. 2-A radio head set offered by the Stromberg-Carlson Telephone Manufacturing Company, Rochester, N. Y., comprises four units—two receivers, the head band, and a cord.

Each coil of the receiver is wound to 500 ohms. The coils are connected in series. This gives a combined resistance of 2,000 ohms.

A feature of the head band is provision for separating the receivers, which permits two observers to listen in on a circuit simultaneously with one head set. The head band is provided with spring stirrups which engage the receivers, in such a manner that either receiver may be disengaged from the head band by simply spreading the stirrups. Each head set is also equipped with a receiver cord which is forked in two branches, one branch for each receiver. This forked construction permits two persons to use the set simultaneously.



What's new on the market? These pages will tell you 



Cabinet Receiving Set

Electrical Merchandising, October, 1922

One gets the impression of a high-priced phonograph from the illustration of the new "XX" radio receiver, manufactured by the Crosley Manufacturing Company, Cincinnati, Ohio.

This is a 4-tube, non-regenerative set, consisting of one detector, one stage of radio frequency amplification, and two stages of audio frequency amplification. The lid is hinged, and, when raised, the operator is able to reach every part of the receiving apparatus. The doors, both upper and lower, also open on hinges, while directly under the receiving apparatus is a highly finished board that slips in and out, forming a desk for the person operating the instrument. The lower compartment is for the batteries. The manufacturer explains that music received through this instrument can be heard all over a room, and often throughout an entire house, the latter feature depending largely upon the power of the broadcasting station.

Glue Pot With Automatic Heat Control

Electrical Merchandising, October, 1922

There are several practical and interesting features incorporated in this new bench glue pot manufactured by J. D. Wallace & Company, 1401 West Jackson Blvd., Chicago, Ill., the foremost of which is the automatic heat control which keeps the temperature of the glue between 140 deg. and 150 deg. at all times.

There is a tube immediately above the heating element containing a sensitive volatile substance which contracts and expands with the slightest change in temperature and provides a dependable

action of ample power to actuate the control switch. When the heat reaches the proper temperature the control turns off the current. When the temperature falls a few degrees the heat is turned on again. Since this action is automatic workmen need not watch the temperature and an increase in production is the direct result. The temperature gage dial always shows the heat attained and together with the jewel, set in the base casting, acts as a visible check on the heat maintained.

The glue pot operates from any lighting circuit and is put in operation by merely turning the switch. Aluminum is the material used in the glue container. Pots are made in 2-, 4- and 8-qt. sizes, and weights range from twenty to forty pounds.

Radio "B" Battery

Electrical Merchandising, October, 1922

Constructed with a switch which enables one to get an immediate adjustment of the desired voltage, a new "B" battery has been placed on the market by the Hipwell Mfg. Company, 825 North Ave., West Pittsburgh, Pa.

The battery is not sealed, which permits inserting a new cell should one become defective. This battery is not merely the assembling of flashlight cells but a special cell made to meet the requirements of radio service.



Socket Condenser

Electrical Merchandising, October, 1922

"Antenella," manufactured by Chas. Freshman Company, Incorporated, of 290 Hudson Street, New York City, is a high grade product designed for attachment to the ordinary light socket. The strength of signals received through this device is said to be as great as with an ordinary outside antenna.

The mica condensers used are of the

proper capacity to replace the ordinary antenna and the timing elements of an ordinary receiver give all the adjustments necessary.

The design of the condensers insures constant capacity and total absence of noises found in ordinary mica and paper condensers. No current is consumed as a result of the attachment to the lighting wires and the results obtained justify the statements that not only are the "Antenellas" very convenient but due to extreme selectivity of wave lengths, the troublesome static is almost entirely eliminated.

The condensers are constructed of best ruby India mica. The plug is very pleasing in appearance and careful workmanship is displayed. The interior is exceptionally neat and it is altogether a high grade article.



Twin Plug

Electrical Merchandising, October, 1922

A recent development of the Stuart Products Corporation, Chicago, Ill., is its new twin plug called the "Plug Cluster." The sides of the plug have a knurled finish which gives it an unusually clean-cut appearance.

Clothes Washer with Centrifugal Wringer Attached

Electrical Merchandising, October, 1922

A separate drying tub that wrings the clothes by centrifugal action and which swings out on a bracket from the washing tub is the chief feature of the "Waterloo Wizard" electric clothes washer, developed by the George B. Miller & Son Company, Waterloo, Iowa. When washed in the main tub, the clothes are lifted out into the drying tub; more clothes may be put into the washing tub, and both tubs may then be started together.

Two levers control the machine—one starts and stops the washer, the other the dryer. The tub is of the oscillating type. Frame, tub, cover and cradle are of galvanized steel, and the motor is 3 hp.

Electric Lamp

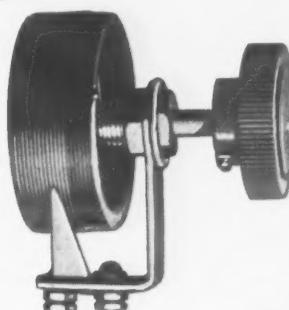
Electrical Merchandising, October, 1922

A lamp molded in imitation of an ancient Roman oil lamp, but wired for electricity, is being offered by the Louisville Composition Cement Company, 840 East Jefferson Street, Louisville, Ken. The spout holds the frosted bulb.

Vernier Rheostat

Electrical Merchandising, October, 1922

The Precise Manufacturing Corporation, 254 Mill Street, Rochester, N. Y., has put on the market a drum type rheostat, known as model "223," and designed for one hole, panel mounting. The bracket that supports the contact arm and the two connections is held by a sleeve and nut through which the shaft passes that revolves the bakelite drum. The knob is of an entirely new and attractive design, and another feature is a special shaped etched dial which adds attraction to the front of panel. By turning the knob to the right or left the resistance can be increased or decreased to any infinitesimal degree desired. It is designed to carry two amperes and has an operating range from zero to six ohms.



File these items on 3x5 in. cards every month, to keep your stock index up to date.

New Retail Electrical Stores

(Continued from page 125)

St. James (Phelps County)—Jesse Pruitt, successor to Pruitt & Lenox.

St. Louis—H. E. Jones Electric Company, John A. Dowdall, president, Central National Bank Building.

Trenton—Motor Service Garage, West Ninth Street, Bridges Bros., proprietors. Auto and electric shop.

Westplains (Howell County)—Alonzo Moore.

NEBRASKA

Auburn (Nemaha County)—Paul Hoagland.

Omaha—American Radio & Electrical Corporation, 2815-2817 Harney Street. H. B. Noyes, proprietor. Adding radio department to electrical supply business.

G. F. Gamble Electric Company, 24th and Ames Avenue.

NEW JERSEY

Belleville—Caldwell & Corydon, 7 Overlook Avenue.

Parsippany—The Electric Shop, Smedes & Haines, proprietors.

Trenton—Rhome Electric Company, Inc., 135 North Broad Street. Old concern recently incorporated.

NEW YORK

Brooklyn—Flatbush Lighting Fixture Company, 252½ Flatbush Avenue.

Clayton (Jefferson County)—H. S. Douglass, Inc. Harold S. Douglass and others. Old concern, recently incorporated.

Endicott—John L. Beurket, 34 Washington Avenue.

Hammondsport (Steuben County)—James E. Price. Delco sales and service station.

Utica—Atwater-Ogden Electric Company, R. Atwater and others.

OHIO

Canton—Lighting Fixture Shop, Grogan & Lothamer, proprietors, 825 Market Avenue.

Cincinnati—Roberts & Wolf Electric Company, 304 Sycamore Street.

Cleveland—Enterprise Electric & Fixture Company, moved to 6509 Euclid Avenue.

M. Ehrhardt, moved to 5311 Franklin Avenue.

Industrial Electric Company, 640 Guardian Building, I. E. Goodman, Harry Krohngold, E. Levison, Ella B. Goodman and Clementine Levison.

Silver & Morgenstern Electric Company, 2550 East 55th Street. Old concern, recently incorporated.

Columbus—Best Radio & Specialty Company, 112 East Long Street.

Dayton—United Radio Electric Stores Company, 1004 West Third Street. Electrical supplies and equipment; radio, Incorporators, A. W. Hudson, A. D. Miller, S. R. Kremer, F. L. Freeland and Amber Mills.

Mansfield—P. & A. Electric Supply Company, moved to new building at 102 N. Main Street. Frank Poling, proprietor.

Steubenville—Welch Appliance Company, North Fourth Street. Robert McGowan, Elizabeth A. Meyer, Arthur L. Hooper, Lawrence E. May and Earl B. McMasters.

PENNSYLVANIA

Hanover—Funk Bros., 306 Baltimore Street.

Johnstown—Hack Electric Company, 306 Bedford Street. Added radio department to electrical supplies business.

McKeesport—Barrow's Electric Company, moved to 521 Walnut Street.

Philadelphia—Becker's Electrical & Plumbing Supplies, 46 North Eleventh Street.

Market Street Electrical House, 420 Market Street.

Quaker City Brass Works, northeast corner 13th and Arch Streets. Also in manufacturing business at 336 North Third

Street. Glassware, lighting fixtures, etc. Max Stein, 430 Market Street.

Pittsburgh—Delco Light Products, moved to 5620 Penn Avenue.

Pittsburgh—Domestic Electric Company, moved to 6032 Center Avenue. A. F. Blackburn and T. N. McCreary, proprietors. Household appliances and machine shop.

Pottsville—New England Electric Company, 208 West Market Street. Nathan Epstein, proprietor.

Reading—Superior Electric Company, 6004 Penn Street. F. S. Pfaefflin, proprietor.

Sharon (Mercer County)—Earl W. Mullen, Suite 416, Dollar Title & Trust Building.

Smethport (McKean County)—Standard Electric Company, new branch. Also in business in Erie, Pa.

Wilson (Allegheny County)—Brown's Electric Store, State Street.

TENNESSEE

Erin (Houston County)—Erin Utilities Company. Lion Stone, proprietor.

TEXAS

Dallas—Industrial Electric Company, erecting new building at 700-708 Alexander Ave.

Webb Electrical Company, 1713 Live Oak. Old concern, recently incorporated.

Yoakum (Lavaca County)—Baumgartle & Hush.

WASHINGTON

Seattle—The Electric Thing, Walter E. Jones, proprietor, 3134 Lakewood Avenue. Will open about October 10.

WEST VIRGINIA

Bluefield—W. & D. Electrical Supply Company, T. Tracy Wallace, Grace C. and C. S. Duffenderer, L. R. McConnell and Barbara E. Walker.

Charleston—Alexander-Morgan Electric Company, 211 Duffy Street. Morgan Heating and Plumbing Company bought out interest of Riggs in Alexander-Riggs Company.

WISCONSIN

Chippewa Falls—Ezra & Roy Holt.

Sheboygan—R. J. Traeger, 1118 North Eighth Street, successor to A. W. Rehwaldt.

New-Customer Race On at Boston—Campaign to Run Throughout 1922!



A fine-looking group of electrical men, is it not! These gentlemen are not posing for "Johnny" Boyle, the Boston Edison company's expertest camera sharp, just to pass away the time. No, gentle reader, this is a meeting of Operating Bureau department heads to exert a real honest-to-goodness push in a campaign to run the rest of this year, in which a free-for-all, open contest for the most new customers will occupy the

center of the stage among the employees of New England's largest central-station organization.

"Every employee gets at least one new customer," says Louis Gibbs, "thereby boomerang bigger and better business, and yielding a real stream of additional profits to manufacturers, jobbers, contractor-dealers, and incidentally to those who sell energy." How many familiar faces can

you count in the front row, left to right, viz., C. Ernest Greenwood, superintendent appliance department; William H. Atkins, affectionately yclept "Boss" by his staff; Leavitt L. Edgar, assistant general superintendent; L. R. Wallis, superintendent sales department; L. D. Gibbs, superintendent advertising department; and E. C. Kimball, assistant superintendent sales department.





Because it's "All in an Envelope" electrical dealers can sell this profitable lamp shade line—with but little investment—with no material to handle—and no spoilage.



NEWCO ART
LAMP SHADES

Silk Lamp Shades as Shelf Merchandise —*The New Way!*

See the Stock
you can carry
“All in an Envelope”

Because it's "All in an Envelope" the electrical dealer can now carry art lamp shade material as shelf merchandise.

Because it's "All in an Envelope" the dealer is not hampered by space limitations in carrying this stock.

Because it's "All in an Envelope," even the thread, the dealer's customer completes the buying of all materials in one transaction—and saves money and time.

The Newco Art idea in lamp shades has created a wonderful market for the reason that assembling the materials and sewing them together is a pastime that appeals strongly to women.

Newco art materials are "All in an Envelope," cut to exact size, *with wire frame attached*. Each envelope carries full instructions of the master designer to assure professional results.

Every model that you display is your "silent salesman" for a complete range of sizes and colors—"All in an Envelope"—on your shelf or quickly obtainable from the factory.

This idea needs only display in your window to start a local buying wave—and we will help you start it.



Newco Art *advertising*

Modern Priscilla
Needwork—Fashions—Fictions

THE DELINEATOR

DESIGNER
The Woman's Magazine

Harper's Bazar

AUGUST 1922

PRICE 50 CENTS

Half the Investment —no spoilage

The normal demand for Silk Lamp Shades is large and steady—but has always presented merchandising problems of investment and spoilage.

The Newco Art idea has cut the investment in half and has eliminated entirely the spoilage question.

Because of the lower cost it has attracted a new buying element.

Because of the interesting feature of each buyer achieving her own art lamp shade it has attracted still another buying class.

This is the first time that there has been such a quick-spreading vogue among women in which the electrical dealer could immediately profit.

In the Newco Art line you have the opportunity to step right into this highly profitable specialty selling while the national advertising is at work.

A stock now will start your store as the *base of buying* for the present demand—

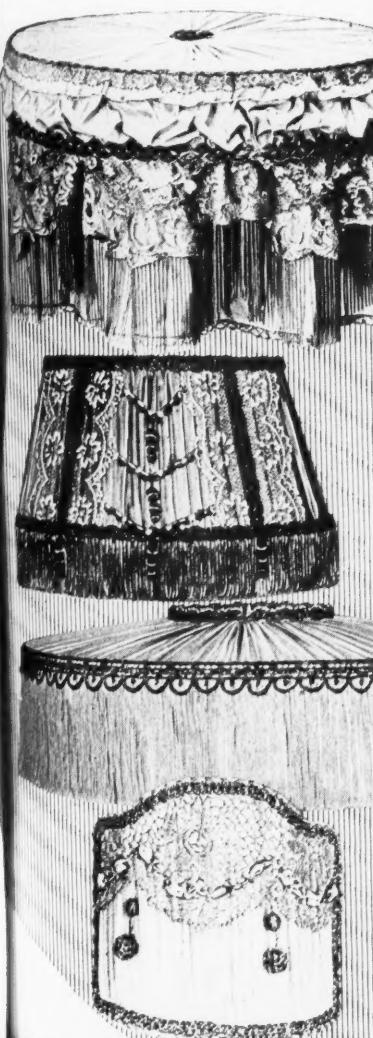
—and then by Christmas buying time you'll be in a position to pull this business up to still bigger proportions with the Christmas gift idea.

It is important that an electrical store in each community be appointed immediately to handle the Newco Art sales.

Preference will be accorded early inquiries for the sales plan and details which we will send you by return mail.

BERNARD W. COWEN CORP.

53-57 West 23rd Street, New York, N. Y.

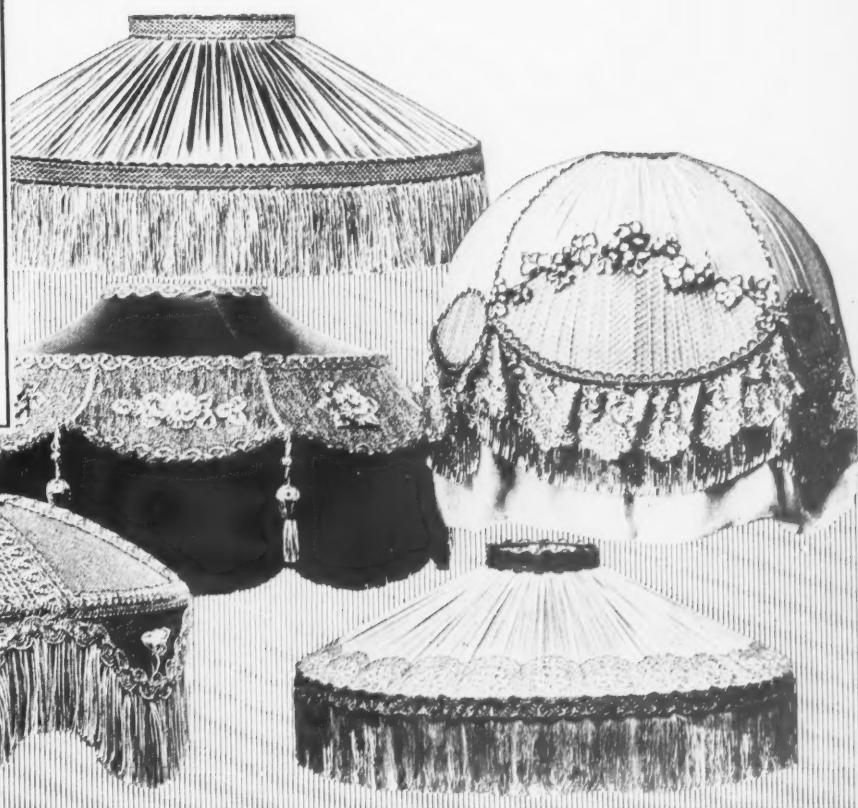


NEWCO ART *"All in an Envelope"*

makes your store headquarters for everything in the Newco Art catalog, in various sizes and complete color assortments:

Boudoir, table and floor lamp shades; Candle shades and shields; Domes; Bed lights; Night light dolls.

The wide price range, \$4.50 per dozen to \$40.00 each, places you in a position to interest every purse, either in your models or in other items shown in the catalog.



in these magazines — to spread the new vogue



To Help You Sell

On the preceding pages are shown some of the better class magazines that carry the Newco Art idea into the homes and have proved of greatest influence in starting the lamp shade-making vogue in a community.

All inquiries from this advertising will be sent to the Newco art dealers in the territories from which the inquiries come.

We have retained the services of a nationally known advertising and merchandising company to help the Newco Art dealers move their first or trial stock—and to pave the way for heavy Christmas selling—for this is an ideal Christmas gift. "All in an Envelope" or made up by the purchaser's own hands—twice the value that the money could buy, ready made.

In short, the Newco Art idea has taken hold—our production facilities are taxed to supply the demand.

—dealers that have seen the product have also seen the profit—you will want to get full details of the line.

—they are waiting for you and you don't have to even write a letter for them—to make it easy for you, just tear off the corner of the page and pin it to your letterhead. Every town will have its electric store handling Newco art shades—yours can be among the first.

Quick action is all that is necessary to put your inquiry on the priority list for you to get an opening assortment of attractive models and envelopes.

So—tear off the corner below as a reminder.

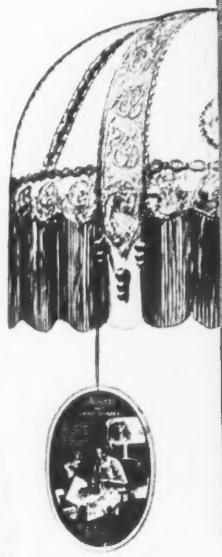
Put your name and address in bottom panel alongside of reminder coupon.



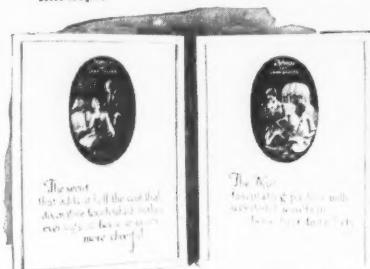
This six page folder in two colors tells your customers the interesting story of Newco Art—"All in an Envelope."



A window display that will get the attention and interest of every woman who passes your store.



One of these attractive tags makes every model displayed your "silent salesman" for a complete range of sizes and colors—"All in an Envelope."



11 x 11 cards for counter or window.

Large single panel display.



BERNARD W. COWEN CORP., NEW YORK:

Send Newco Art catalog, and make suggestions for an opening assortment to cost approximately \$100, \$200, \$300, \$500 consisting of the items checked below:

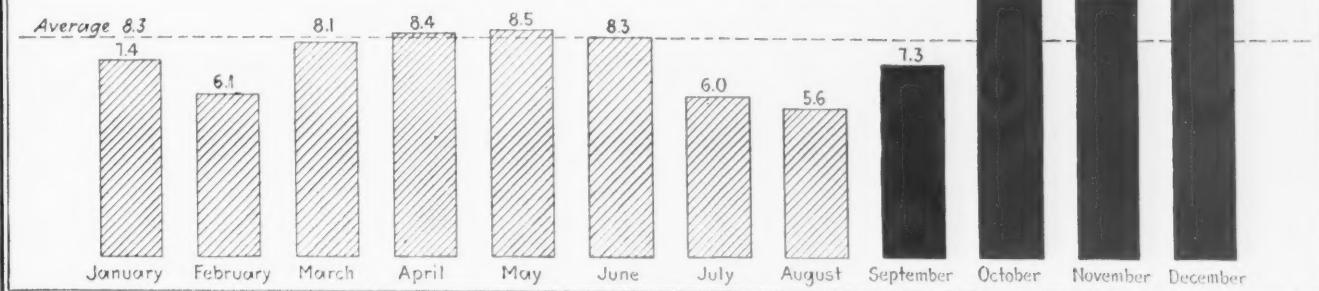
<input type="checkbox"/> Lamp Shades	<input type="checkbox"/> Light Shields
<input type="checkbox"/> Candle Shades	<input type="checkbox"/> Bed Lights
<input type="checkbox"/> Night Light Dolls	<input type="checkbox"/> Ceiling Domes

Bernard W. Cowen Corporation

53-57 West 23d Street

New York, N.Y.

The Merchant's Harvest Time



Calendar pages look alike, but the months are more different than we think. *Look at them on this chart!* The Federal Reserve Bank made a study recently to see which months are best for retail selling. June, they find, is the only "average month." April and May are slightly better. But the merchant's harvest time

comes in the closing months of the year—the months ahead right now!

This is the Season of Opportunity. The Great Days of Hope and of Achievement for the retail store are the days that make the weeks and months of October, November and December. And September sees the start of it.

Focus your cerebellum on the four black columns in the diagram—What more inspiration do you need? All the big business of the year is right ahead of you. Put your heart and head in it and show some extra speed, and all the richest profits of the year can be gathered in within the next four months.

(Contents Page, September Issue *Electrical Merchandising*)

THIS CHART (compiled by the Federal Reserve Bank) appeared on the contents page of our Sept. issue. It gets down to basic facts because it shows us all in an understandable way exactly what each month of the year should bring in the way of increased or decreased sales.

We believe, because of

basic conditions in the field, that retail buying for Christmas sales will be particularly good this year, and that there will be many last minute requests for rush express shipments.

We all have a SEASON OF GREAT OPPORTUNITY ahead.

Let us make the most of our opportunities.

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

Tenth Avenue at 36th Street, New York, N. Y.

Lightolier

Sales Book "K"

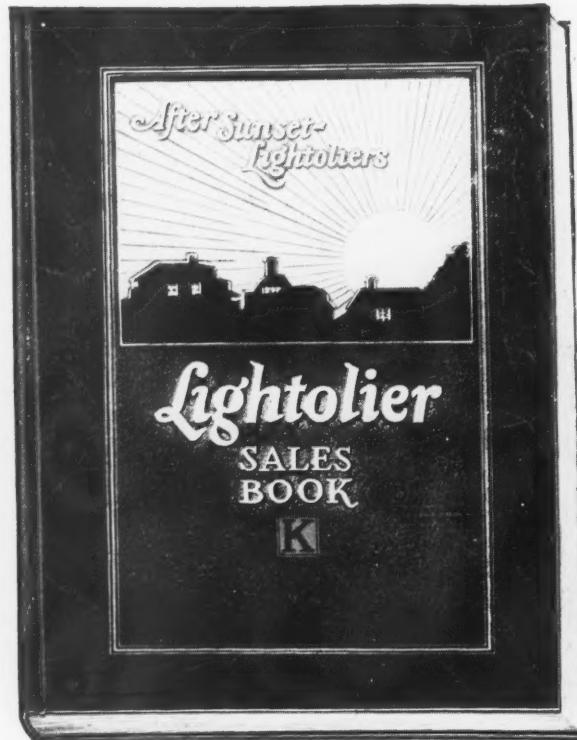
Yours for the Asking

A New De Luxe Catalog Bound in Leather

with twelve color pages reproduced from oil paintings, showing actual finishes.

SALES Book "K" SPECIFICATIONS

1. 112 pages.
2. Bound in leather.
3. 12 pages printed in full colors showing Lightoliers in their actual finish.
4. A complete line of DaRay units for commercial lighting.
5. Public building jobs and how to get the contracts.
6. Lightoliers for every room in the house.
7. A complete line is illustrated—ready for immediate delivery.



*Write on your business letterhead
FREE TO BONAFIDE DEALERS*



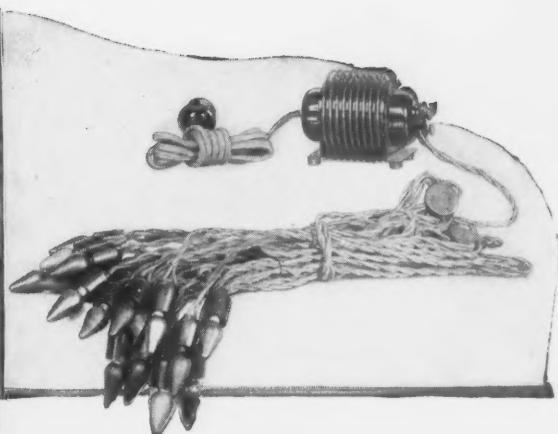
Nothing like it has ever been seen before.

This volume will do more good to your business, than any other instrumentality you have ever used.

When you show this Sales Book to your prospect you immediately establish in his mind the idea that he must buy *your* goods and *your* service in order to get the lighting effects shown in this catalog.







*The Toy Transformer that
lights the Christmas tree.*

Two Services in One for Christmas Sales

Holiday buying this year will be bigger and better than ever—particularly for electric decorations and toys.

The G-E Christmas Arborlux (a combination Toy Transformer and Multiple Xmas Tree Lighting Outfit) will be one of the most popular sellers not only because it has a timely appeal and because the Toy Transformer feature extends its usefulness but also because G-E National advertising in November and December is broadcasting the Arborlux story to over 2 million prospects.

Window display suggestions and dealer helps are now available to help you sell Arborlux.

Stock now for immediate business.

Address any G-E distributor or Merchandise Dept., General Electric Company, Bridgeport, Conn.

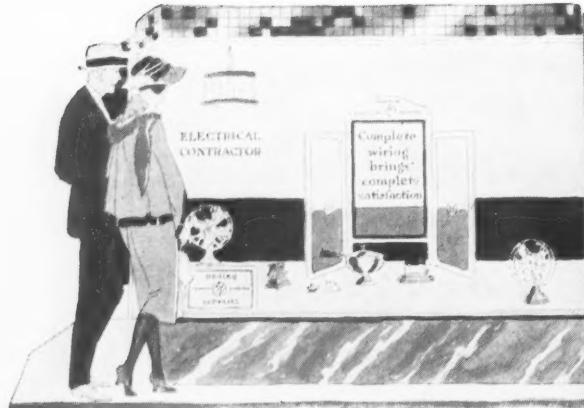


This is the picture package, printed in attractive orange and blue, in which every Arborlux set is packed. The outfit consists of the transformer, 17 lamps, and the necessary wiring, sockets and plug ready for immediate use on any a-c. lighting circuit.

**General  Electric
Company**

General Office
Schenectady, N.Y.

Sales Offices in
all large cities



G-E advertising is directing seekers of home comfort to electrical contractors



Are You Getting Your Share of this Housewiring Business?

G-E advertising to the public, to architects, to builders this year is creating housewiring jobs for electrical contractors. Are you getting your share of this newly developed business?

To help you do this we are placing in the hands of thousands of your prospects an educational booklet "The Home of a Hundred Comforts." This sales-maker is being sent in answer to thousands of inquiries which result from G-E national advertising.

Then too, there is available a series of newspaper cuts for the use of contractors in a local advertising campaign, as well as other sales helps.

Capitalize on this broad selling influence by tying in with local sales effort.

Talk complete wiring
Do complete wiring

*For further details, address Merchandise Dept.
General Electric Company, Bridgeport, Conn.* 41-207

**General  Electric
Company**
General Office
Schenectady, N.Y. Sales Offices in
all large cities



*Run-down batteries need not
be the reason for missing any
broadcast programs*

Insure Your Customers Against Weak Reception

Whenever you sell a tube set for radio reception be sure to insure your customers' permanent satisfaction by selling with the set a *reliable* battery charger.

Tungar
BATTERY CHARGER

will charge both A and B storage batteries efficiently and economically with a minimum of trouble. It is a device which has seen years of service for charging automobile batteries and can, therefore, be recommended with perfect safety by conscientious radio dealers.

Don't take chances with your customers by selling a new and untried device by an unknown maker. Tungar is of well-known reliability and is manufactured and guaranteed by the General Electric Company, the world's largest electrical manufacturer.

Write for literature and prices to Merchandise Dept., General Electric Company, Bridgeport, Conn. 35A-89



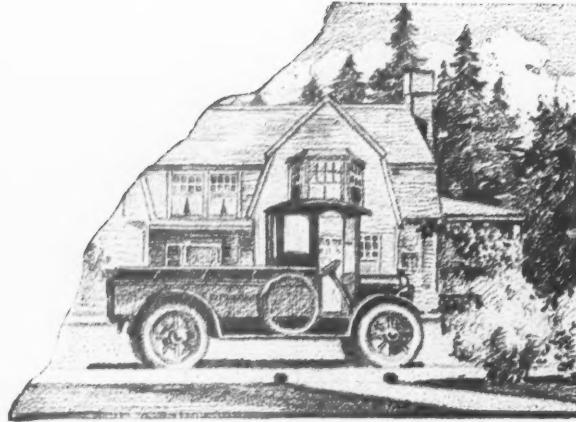
Tungar Battery Charger—saves disappointments and annoyance

Tungar is made easy for dealers to sell by extensive advertising in radio papers and by a complete line of dealer helps including lantern slides, window display, booklets, and newspaper electrotypes.

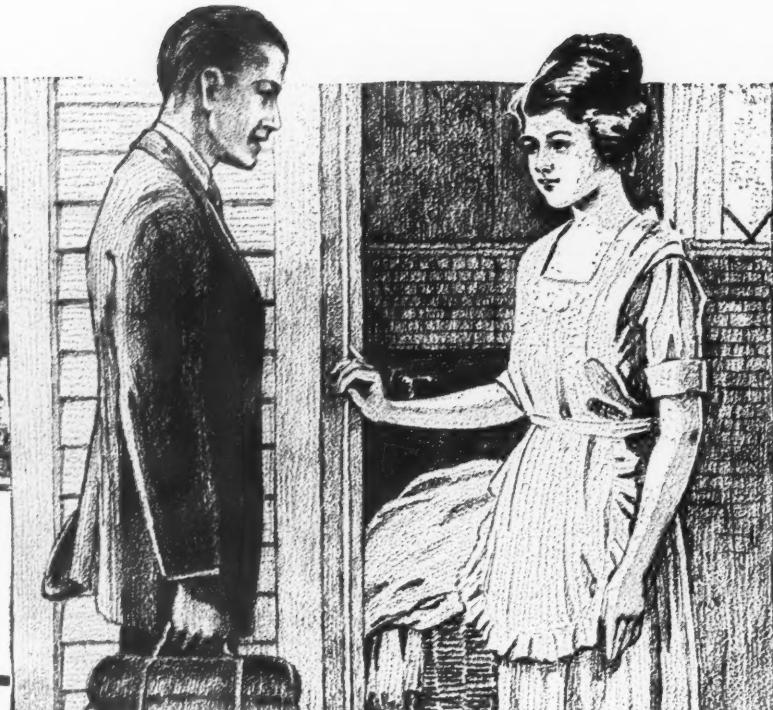
General Electric
Company

General Office
Schenectady, N.Y.

Sales Offices in
all large cities



*What is it costing you
to keep appliances sold?*



You will find G-E Fractional Horsepower Motors furnished as regular equipment on leading types of electric washers and ironers. Any manufacturer who makes quality the first consideration will gladly furnish a G-E motor on your machine

Cut Service Cost on Your Appliance Sales

Every time you are called to "service" a motor on the machine you have sold—your profit is reduced.

It also means that a customer is not obtaining the desired results from a product bought from you. You lose good will as well as good money.

You can stop deducting service costs from your profits by selling electric labor-saving machines equipped with G-E Fractional Horsepower Motors.

Customers quickly learn that they can rely on electric washers, ironers, and other household machines driven by G-E Motors. They recommend them to their friends.

Retain your customers' good will and your own profit by selling machines equipped with G-E Fractional Horsepower Motors. The names of these will be furnished by any one of our sixty sales offices on request—or address Fractional Horsepower Motor Sales, Ft. Wayne, Indiana.

SSB-102

General  Electric
Company

General Office
Schenectady, N.Y.

Sales Offices in
all large cities



Where to Get G-E Service

For Business in the United States

G-E Sales Office

Alabama, Birmingham	Matthews Elec. Supply Co.
Arizona, Phoenix	
Arkansas, Little Rock	
California, Los Angeles†	Pacific States Electric Co.
California, Oakland†	Pacific States Electric Co.
California, San Francisco§†	Pacific States Electric Co.
Colorado, Denver†	The Hendrie & Bolthoff Mfg. Sup. Co.
Connecticut, Hartford	
Connecticut, New Haven	
Connecticut, Waterbury‡	New England Eng. Co.
District of Columbia, Wash-	
ington	National Elec'l Supply Co.
Florida, Jacksonville	Florida Elec. Supply Co.
Florida, Tampa‡	Florida Elec. Supply Co.
Georgia, Atlanta§†	Carter Electric Supply Co.
Georgia, Savannah‡	Carter Electric Supply Co.
Illinois, Chicago§†	Central Electric Company Commonwealth Edison Co.
Indiana, Evansville‡	Crescent City Electric Co.
Indiana, Fort Wayne	
Indiana, Indianapolis	Indianapolis Elec. Supply Co.
Indiana, South Bend‡	South Bend Electric Co.
Indiana, Terre Haute	
Iowa, Des Moines	Mid-West Electric Co.
Kentucky, Louisville	Belknap Hardware & Mfg. Co. Inc.
Louisiana, New Orleans	Gulf States Electric Co., Inc.
Maryland, Baltimore	Southern Electric Co.
Massachusetts, Boston†	Pettingell-Andrews Co.
Massachusetts, Springfield	
Massachusetts, Worcester	
Michigan, Detroit	Frank C. Teal Company
Michigan, Grand Rapids	
Michigan, Jackson	
Minnesota, Duluth	Northwestern Elec. Equipment Co.
Minnesota, Minneapolis§	Peerless Electrical Co.
Minnesota, St. Paul‡	Northwestern Elec. Equipment Co.
Missouri, Joplin†	
Missouri, Kansas City†	The B-R Electric Co.
Missouri, St. Louis‡	Wesco Supply Company
Montana, Butte†	Butte Electric Supply Co.
Nebraska, Omaha	Mid-West Electric Co.
New Jersey, Harrison	
New Jersey, Newark	Tri-City Electric Co., Inc.
New Jersey, Trenton	
New York, Albany‡	Havens Electric Co., Inc.
New York, Buffalo	Robertson-Cataract Elec. Co.
New York, Elmira	

Distributors for the General Electric Company Outside of the United States
INTERNATIONAL GENERAL ELECTRIC COMPANY, INC.
Schenectady, N. Y.

95-510

G-E Sales Office G-E Distributing Jobber

New York City†.....	E. B. Latham & Company
	Royal Eastern Elec'l Sup. Co.
	(Also Borough of Brooklyn, Long
	Island City and Jamaica, L. I.)
	Sibley-Pitman Elec. Corp.
New York, Niagara Falls.....	
New York, Rochester.....	Wheeler-Greene Elec'l Sup. Co.
New York, Schenectady.....	
New York, Syracuse.....	Mohawk Elec'l Sup. Co.
North Carolina, Charlotte.....	Elec. Supply & Equipment Co.
Ohio, Akron.....	Republic Electric Co.
Ohio, Canton.....	
Ohio, Cincinnati.....	The F. D. Lawrence Elec. Co.
Ohio, Cleveland.....	Republic Electric Co.
Ohio, Columbus.....	The Erner & Hopkins Co.
Ohio, Dayton.....	The Wm. Hall Electric Co.
Ohio, Toledo.....	W. G. Nagel Electric Co.
Ohio, Youngstown.....	
Oklahoma, Oklahoma City†.....	Southwest G-E Co.
Oklahoma, Tulsa.....	Southwest G-E Co
Oregon, Portland†.....	Pacific States Electric Co.
Pennsylvania, Erie§.....	
Pennsylvania, Philadelphia†.....	Philadelphia Electric Company
	Supply Department
	Frank H. Stewart Electric Co.
Pennsylvania, Pittsburgh.....	Union Electric Company
Rhode Island, Providence.....	
South Carolina, Columbia†.....	Perry-Mann Elec. Co. Inc.
Tennessee, Chattanooga.....	James Supply Company
Tennessee, Knoxville.....	
Tennessee, Memphis.....	Electric Supply Company
Tennessee, Nashville.....	
Texas, Dallas†.....	Southwest G-E Co.
Texas, El Paso†.....	Southwest G-E Co.
Texas, Houston†.....	Southwest G-E Co.
Texas, San Antonio.....	Southwest G-E Co.
Utah, Salt Lake City†.....	Capital Electric Company
Virginia, Richmond.....	Southern Electric Company
Washington, Seattle†.....	Pacific States Electric Co.
Washington, Spokane.....	Pacific States Electric Co.
Washington, Tacoma.....	
West Virginia, Bluefield.....	
West Virginia, Charleston.....	
Wisconsin, Milwaukee.....	
For Hawaiian business: Catton, Neill & Co., Ltd. Honolulu	
For Canadian business: Canadian General Electric Company, Ltd., Toronto,	
Canada	
†No G-E Office	†Warehouse
	§Service Shop

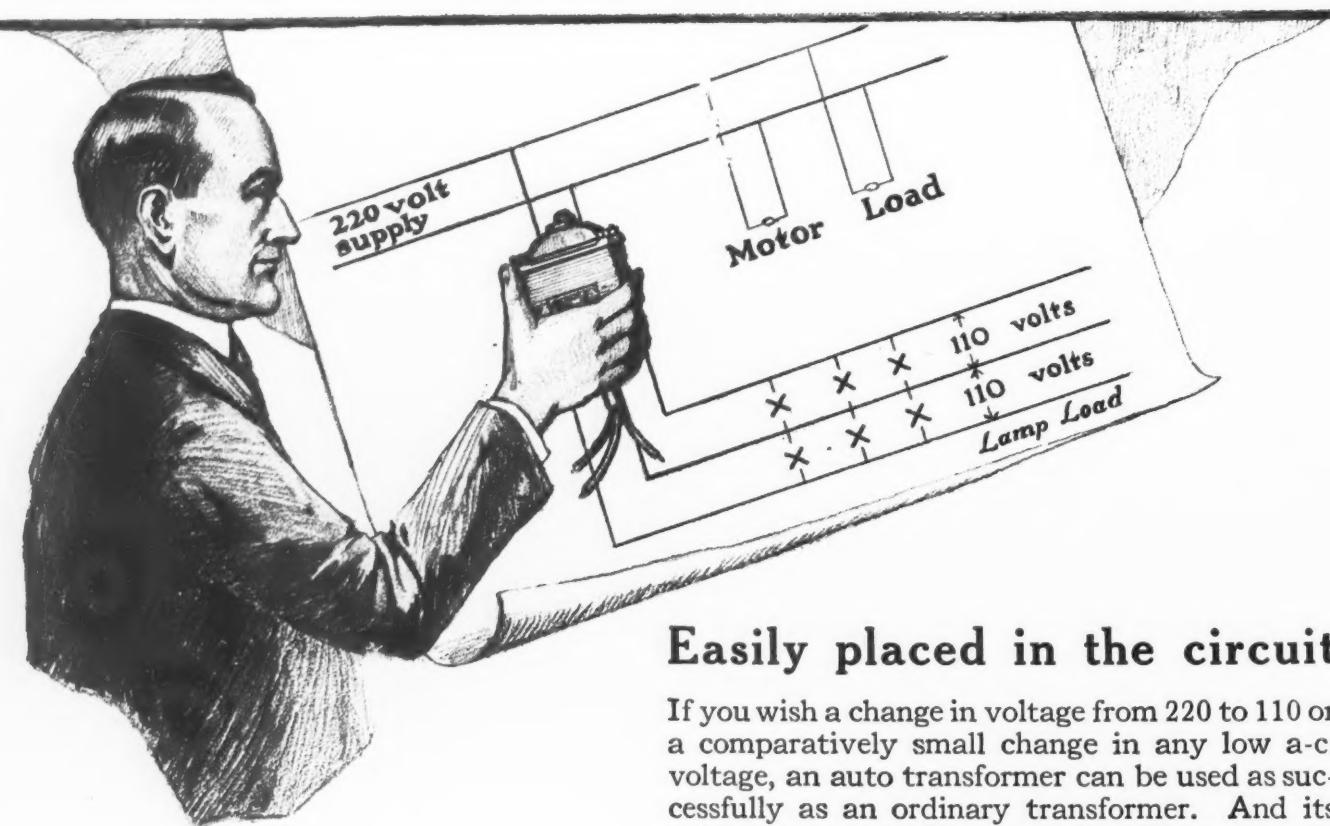
Canada
†No G-E Office

†Warehouse

§Service Shop

General Electric

Within their rating, auto transformers are economical substitutes for ordinary transformers



Type M, 1 kw-a. auto-transformer for conduit wiring installations. Approximately 1/3 size.

Easily placed in the circuit

If you wish a change in voltage from 220 to 110 or a comparatively small change in any low a-c. voltage, an auto transformer can be used as successfully as an ordinary transformer. And its reduced cost will effect a worth while saving.

Type M Auto-Transformers are designed for single-phase, 2-phase, and open delta transformation. Standard sizes range from 1 to 15 kw-a. output, 220/110 volts, 50/140 cycles.

For unusual voltage ratios, special units are readily built from standardized Type M parts. These parts, having been developed solely for the Type M line, assure correct design for any service. All can be equipped with conduit fittings if desired.

Recommendations must be based on the characteristics of the supply circuit, the secondary voltages required, and the amount of energy to be transformed. Give this information when writing the nearest G-E Sales Office.

33A-115

Ask for a copy of Descriptive Sheet 65105

General Electric
Company

General Office
Schenectady, N.Y.

Sales Offices in
all large cities

ase Your Xmas Profits

Ask for these Xmas Folders.

They will give you bigger Xmas Profits.

When the printer puts on these folders your address, your letter and your signature they will surely get attention — and better yet, they'll bring business to your store.

Write our nearest House today so you'll surely get your folders in time.

Western Electric Company

Offices in All Principal Cities

New York
Brooklyn
Newark
Syracuse
Buffalo
New Haven
Boston
Providence
Pittsburgh

Philadelphia

Atlanta
Savannah
New Orleans
Birmingham
Jacksonville
Richmond
Norfolk
Charlotte
Youngstown

Chicago

Indianapolis
Detroit
Milwaukee
Grand Rapids
Cleveland
Minneapolis
St. Paul
Duluth
Baltimore

Kansas City
Oklahoma City
St. Louis
Memphis
Omaha
Cincinnati
Columbus
Nashville
Dallas

San Francisco
Oakland
Los Angeles
Seattle
Portland
Spokane
Tacoma
Denver
Salt Lake City

Houston

keeping



Appliance



Line



Complete

Sew all day without fatigue on a Western Electric.

The Western Electric Vacuum Sweeper.

The Western Electric Crawford Range has a steady, even heat.

Electric

The HUMPHREY Radio 30 Electric



Take This Hint From Your Best Customer

It's a wise customer who carefully picks his appliance merchant, and then follows the merchant's advice in selecting and installing his lighting equipment.

For the same very good reasons, it's a wise electrical appliance merchant who uses care in picking the manufacturers whose products become his stock in trade.

We ask your consideration of the

Humphrey Radio 30 Electric Lamp not only because of its supremacy as a lighting unit of highest quality and originality, but also because it represents the best efforts of an old-line manufacturer of scope, history, rating and national reputation who, in a generation of large quantity production, has never marketed a half-baked or low-quality article.

Ask us for the story of the Humphrey Radio 30.

Electrical Department

GENERAL GAS LIGHT COMPANY

New York
44 W. Broadway

C. J. Litscher Electric Co.
Grand Rapids, Mich.

E.M. 55

Kalamazoo, Mich.

DISTRIBUTORS
Electric Appliance Co.
Chicago, Ill.

San Francisco
768 Mission St.

Varney Electric Co.
Indianapolis, Ind.



*"One Demonstration
Completed the Sale"*

Electrical dealers and distributors alike, are all enthusiastic over the AEROBELL, because it is so easy to demonstrate and to sell.

You also would be enthusiastic, if you handled the AEROBELL, because it's so durable, so dependable, and so efficient, that the good profit you get with each sale remains a profit.

It's very seldom necessary to give any expensive after-sale service.

Here are a few extracts from a letter received by one AEROBELL distributor.

"I have made a careful test of the Aerobell Vacuum Washer during the past three months, in my own home, and I am convinced that it is the most satisfactory washer for home use that I have so far seen on the market.

"An examination of the construction and operation of this Aerobell Vacuum Washer has proved to me that it is the most substantially constructed with the finest workmanship and strength that I have seen in any household utility."

THE FOOTE-BURT COMPANY
13070 St. Clair Avenue, Cleveland, Ohio



The Aerobell
REG. U. S. PAT. OFF.
The Scientific Way to Wash



“Which One Should I Buy?”

ICAN’T see much difference in these two irons. Why does this one cost more? Which one do you think I should buy?”

The quality of no electric heating device can be predicted from its appearance alone. The quality is fixed by a hidden value, the heating element. The customer is unable to judge this quality, and he therefore asks for your opinion.

Heating devices will not be bought on a price basis if you sell the customer on the idea of an electric heating service. Hoskins-Chromel ele-

ments allow the device to give that dependable service which is the characteristic of all the licensed heating appliances. The licensed appliances cost more because they give better and longer service. They give better and longer service because of their Hoskins-Chromel elements.

Hoskins-Chromel heating elements not only insure a dependable and satisfactory heating device, but for you, they also mean a practical elimination of service costs, so far as heating devices are concerned.

Sell Licensed Appliances Using Hoskins-Chromel

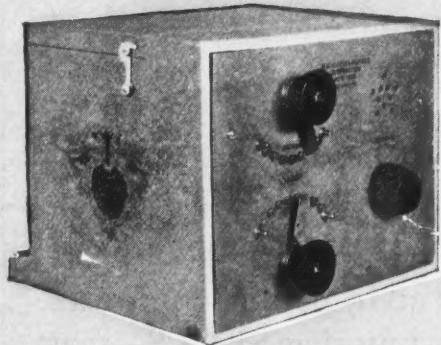
Hoskins Manufacturing Company - Detroit

Canadian Representatives:

Hiram Walker & Sons Metal Products, Ltd., Walkerville, Ont.
Manufacturers of High Grade Resistance Wires



You've Got to Sell this New Receiver



Aerial-A
Boudoir Type
Receiving Set.
A fast seller for
Holiday Trade.

Price, \$35.00

**Other
WESCO
Products**

Variometers
Vario-couplers
B Batteries
Variable Condensers
23 Plate
43 Plate
Audio Transformers

—unless you want to miss some of
the cleanest, surest Xmas profits,
Aerial-A Sets are Ideal for Hol-
iday Business.

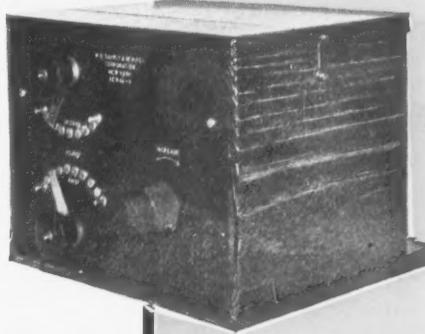
Mr. Dealer, you just cannot afford to leave the
New Boudoir Aerial-A, V. T. Receiving Set
out of your Radio Stock.

We've done two outstanding things in the Aerial-
A which will recommend it to you instantly.

Inside the box, we've made an instrument that
surpasses in selectivity and audibility, machines
of twice its size and price. And out-
side the box we have created a
"style" in Radio that is bound to be
popular—a boudoir set that har-
monizes with its surroundings.

We have a mighty clean-cut
offer to make dealers who are
in Radio to stick. Write us
now on your letterhead for
full particulars.

Aerial-A
Vacuum-Tube
Receiving Set.
Price, \$25.00



W.E. Supply & Service Corp.

18 Murray Street, New York

AERIAL-A

TRADE MARK

WESSCO
QUALITY

Lighting Units that SELL



THE acid test of a lighting unit will be found in its record of actual sales.

For sales, and sales only, determine your volume of business. Claims of superior design or quality do not mean anything to you in dollars and cents unless backed up by popular approval. And here is a unit that SELLS—that popular approval has already stamped a success. Wherever it is shown re-orders come to us for more and still more.

The holder is finished in either Roman or Egyptian Gold. The bowl is of our special Carramor (cased) glass and is manufactured for maximum lighting efficiency—that is, soft, diffused and ample quantities of light.

Will you use the coupon?

Max Schaffer Company
33 West 15th Street, New York

*Our wonderful new show room is the marvel of the industry.
Come and see us at your first opportunity.*

Max Schaffer Company,
33 West 15th St., New York City.

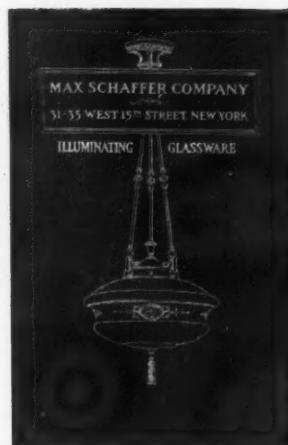
Please send me your new catalog showing ALL of the Max Schaffer glassware.

Please send me price of above unit Brass finish Gold finish

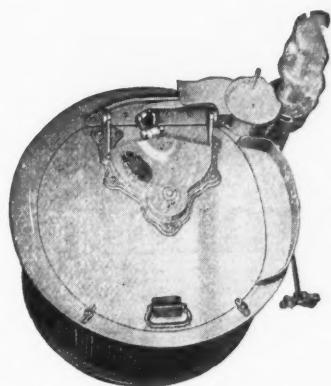
Please send me Units No. 11315, illustrated above.

Name

Address



Here It Is!



The NEW BALL and SOCKET TOP DRIVE feature that makes the

AutoMatic Washer

DOUBLY DESIRABLE BECAUSE IT
ELIMINATES ALL PARTS and ALL STRAIN FROM TUB

admittedly a most desirable feature in ANY COPPER TUB Washer. The BALL and SOCKET TOP DRIVE is only one of the reasons why the AUTOMATIC Washer is Neater, Stronger and a Better Machine, and why it is sold by some of the largest washing machine distributors in the country.

IF IT WERE NOT SO—THEN WHY THESE 1922 RECORDS?

Utah Pr. & Lt. Co. sold 1191 in March.

Idaho Power Co. sold 648 in April.

Kansas Gas & Elec. Co. sold 141 in May, and have had 416 since April 25th.

Nebraska Power Co. sold 90 in 19 days in August, had 205 since May 16th.

Texas Pr. & Lt. Co. have had 778 since May 15th.

*Ask them about the
AUTOMATIC Washer.*

With such convincing evidence of its popularity and merit before you, wouldn't it be well to investigate this modern line?

A postcard will bring you details of our COPPER and WOOD tub washers, sales co-operation and method of financing Time Payment Sales.



AUTOMATIC ELECTRIC WASHER CO.
311 Third Street

MODEL 214-C
Copper Tub—Aluminum Lid

To test durability one of these machines was run, fully loaded, night and day for over 4700 hours, rendering the equivalent of more than 30 years of family use. When finally stopped, examination showed it was in condition for another 30 years' service.



BUSS Clamp-o-Set LAMP

Clamp-o-Set LAMP

The Lamp of a Thousand Uses

\$2
Retail

In the Home

Use for

Reading, sewing, dressing, shaving, cooking, dishwashing, etc.

Use in

Kitchen, living room, bedrooms, halls, closets, bath rooms, pantry, attic, basement, laundry, fruit cellar, garage, outhouses, etc.

Clamp, Stand or Hang on

Beds, walls, chairs, tables, desks, piano, book cases, radiators, pipes, range, automobile, sewing machine, etc.



Each case of 10 lamps includes—A big show window poster—A handsome display card. Both as shown in cut above.

Each lamp is packed in a novel three-color, self-selling carton that makes an excellent display on shelf, on counter, in show case or show window.

In Industry

Use in

Offices, wash rooms, shipping rooms, store rooms, vault, garage, factory, workshop, laboratory, etc.

Clamp, Stand or Hang on

Desks, file cabinets, tables, lockers, chairs, walls, pillars, posts, floors, radiators, pipes, machines, lathes, presses, work bench, etc.

**There Will Be
Immediate Sales
Quick Turnover
Big Profits**

Be the first to offer the BUSS Clamp-o-Set LAMP to your trade. Orders filled according to receipt.

Brush brass finish only
for the present.

Other finishes later on.

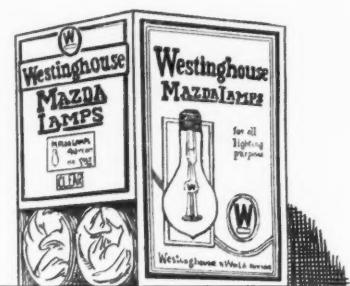
Price to you, each, \$1.33
in standard packages [10 lamps]

Less than 10, \$1.40 each

Bussmann Mfg. Co.  St. Louis, Mo.

BUSS Clamp-o-Set

Send this order to your jobber at once or direct to us
BUSSMANN MFG. CO.
Ship us at once via
Quantity
3519 North 23d Street, St. Louis, Mo.
Lamps weigh 2 pounds each
BUSS Clamp-o-Set LAMPS



Not One— Six!

That's the way to sell lamps.

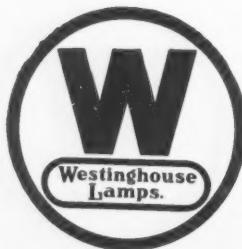
When a customer asks for "a" lamp, do you sell him only "a" lamp, or are you a Westinghouse Dealer?

Westinghouse dealers sell lamps by the "box of six,"—that handy box with a vending flap which, when

open, leaves two wrapped lamps exposed to view. Remove one of the lamps and another drops down to takes its place.

The package is not only a convenience to the customer; it makes an attractive display whether in the window or on the shelf.

NOTE: Westinghouse dealers because of the cooperation which they receive from our Illumination Bureau are always in a position to handle the largest installations.



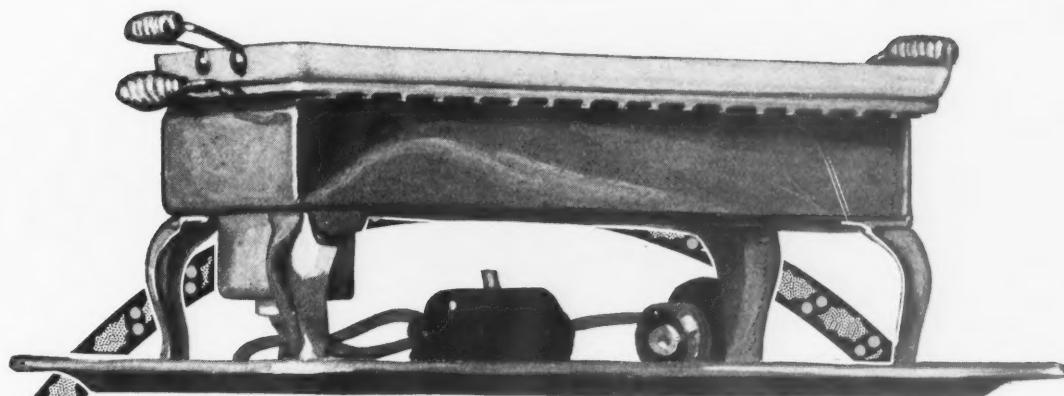
WESTINGHOUSE LAMP COMPANY

165 BROADWAY, NEW YORK, N. Y.

Sales Offices and Warehouses Throughout the Country

For Canada: CANADIAN WESTINGHOUSE CO., Ltd., Hamilton, Canada

Westinghouse



Now the Table Stove Instead of the Toaster Stove

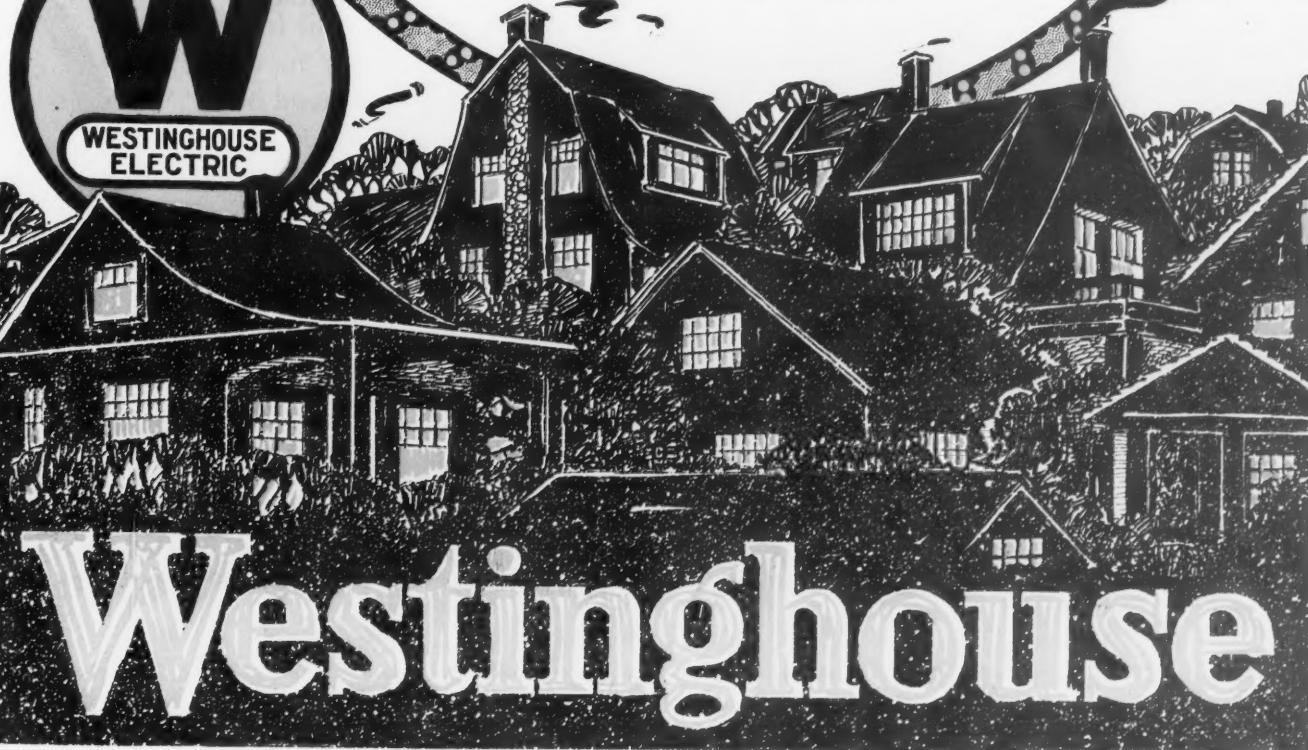
The name only has been changed. The stove still maintains the same characteristics which have made it so popular in the home. The name "Table Stove" will add to the popular understanding of this appliance, because the old name conveyed but a single-use idea.

The "Table Stove" will make a pleasing and attractive, as well as a worth-while gift for Christmas. A two-color advertisement in the November 11th issue of "The Saturday Evening Post" will be read by more than two and a half million persons —each one is a prospect. Tie-in with this attractive and forceful advertisement.

The selling points of the Table Stove are many:

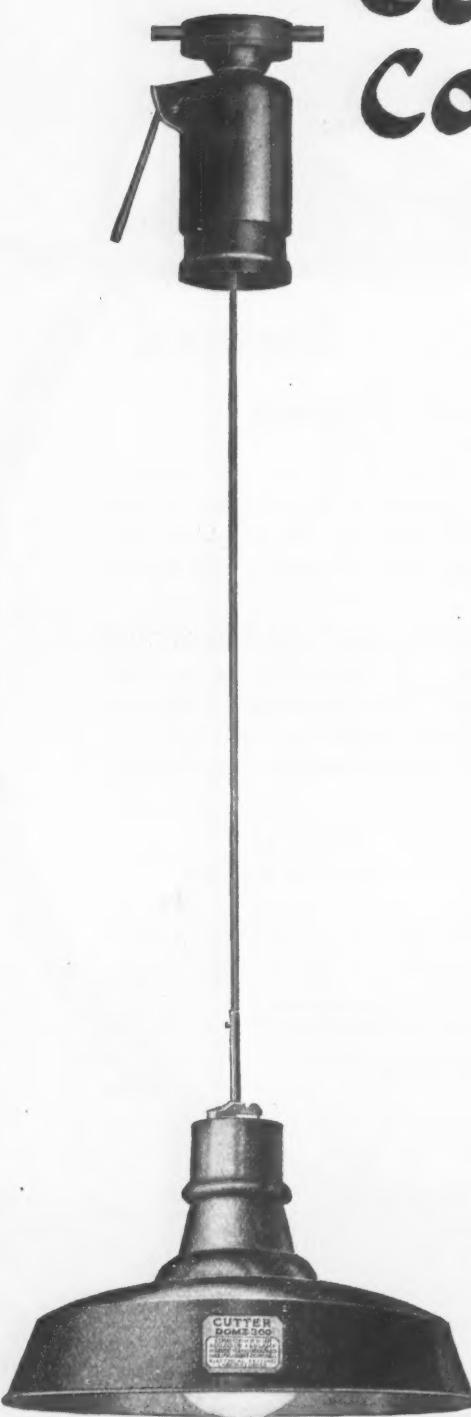
1. The many applications of the table stove make it a very desirable appliance in the home
2. Clean and convenient in operation
3. Rugged construction assures long life
4. In design it is pleasing and attractive
5. The cost of operation is low
6. Does not throw off any fumes when in operation
7. Highly nickel-finish makes it easy to keep clean

Westinghouse Electric & Manufacturing Company
Mansfield Works, Mansfield, Ohio



Westinghouse

Conditions are Now Corner Your Industry



Lowered for Cleaning.

There are many contractor-dealers who have never given much thought to their industrial lighting market; many dealers, too, have not gone after this business in the way they should.

Industrial lighting today, to the live dealer with the right kind of equipment to sell, offers a field for profit that is second to none.

This business can be easily cultivated, especially when you are selling Westinghouse-Cutter Pulley-Socket Reflectors (at the left) and Holder-Socket Reflectors (at the right), because they fill exactly today's requirements in industrial lighting. Their special features are listed on the opposite page. A glance through them will convince you that the selling points are all here.

The plants, shops and factories in your town are now putting their lighting equipment in shape for the dark winter days when artificial light is needed to do the best work. Naturally, this is the ideal time to approach these prospects and sell them modern and economical lighting equipment — Westinghouse-Cutter, of course.



Prime for You to rial Lighting Market

Here are the features of Westinghouse-Cutter Pulley-Socket Reflectors to stress in your selling —

Lighting intensity and distribution of light may be altered quickly to meet shifting manufacturing conditions by (1) using different sized reflectors and lamps and (2) by using different types of reflectors. Cutter interchangeable features make these adaptations easy.

Lowering fixtures makes possible: quick and thorough cleaning—avoids the danger attending the use of ladders, cranes, or other means of reaching stationary fixtures — complete protection for the lamp cleaner from electrical contact — less obstruction of aisles and passage ways.

It may seem to you that industrial lighting is a complicated affair and something that only an expert can perform effectively, but such is not the case. With a copy of Westinghouse-Cutter "Handy Wiring Tables

and Illumination Data" you can quickly and accurately specify the kind and amount of equipment each prospect will need. Get a copy today.

We'd like to show you the possibilities in the industrial lighting field, and how to develop them. Write our nearest district office or direct.

Westinghouse Electric & Manufacturing Company
George Cutter Works, South Bend, Ind.



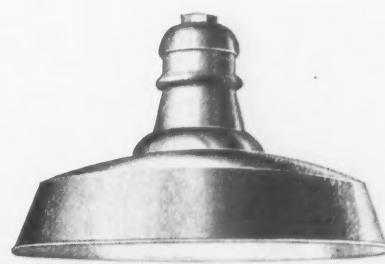
Swivel Pole Pulley



Standard Angle Type



Standard Bowl Type



RLM Standard Dome Type

Westinghouse

Did you see it

If You Don't Know How Westinghouse Ranges Sell Read the Prize Winning Story on pages 91 and 92 of October Electrical Merchandising

You can sell as many ranges as the Carolina Power & Light Company did in winning the Electrical Merchandising Summer Sales Contest.

Try out some of the ideas given in the prize winning story published on pages 91 and 92 of the October issue.

Ask our agent-jobber today to help you lay out a profit-winning campaign on Westinghouse Ranges.

Westinghouse Electric & Mfg. Co.
Mansfield Works, Mansfield, Ohio



Westinghouse